

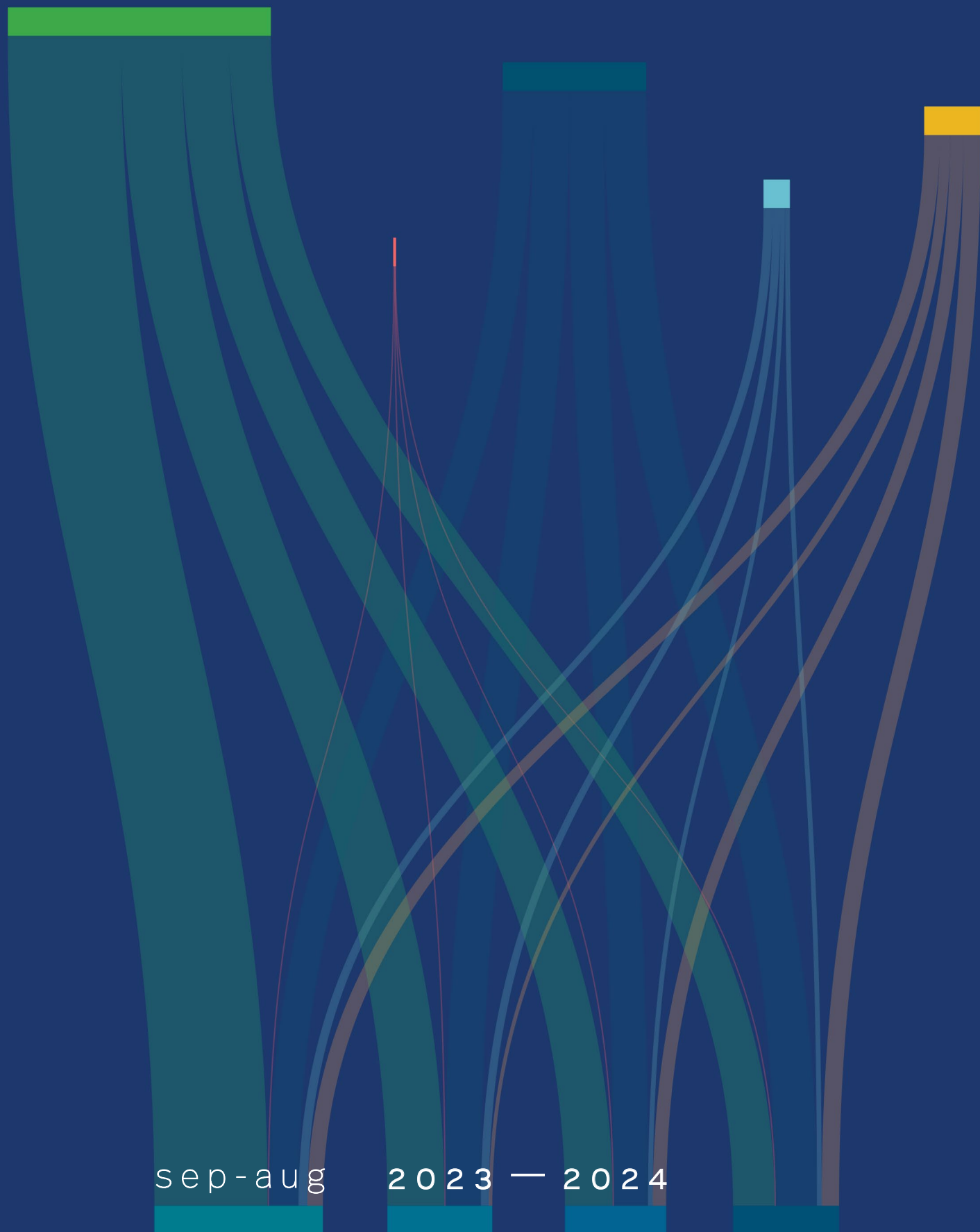


IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

annual report

sep - aug

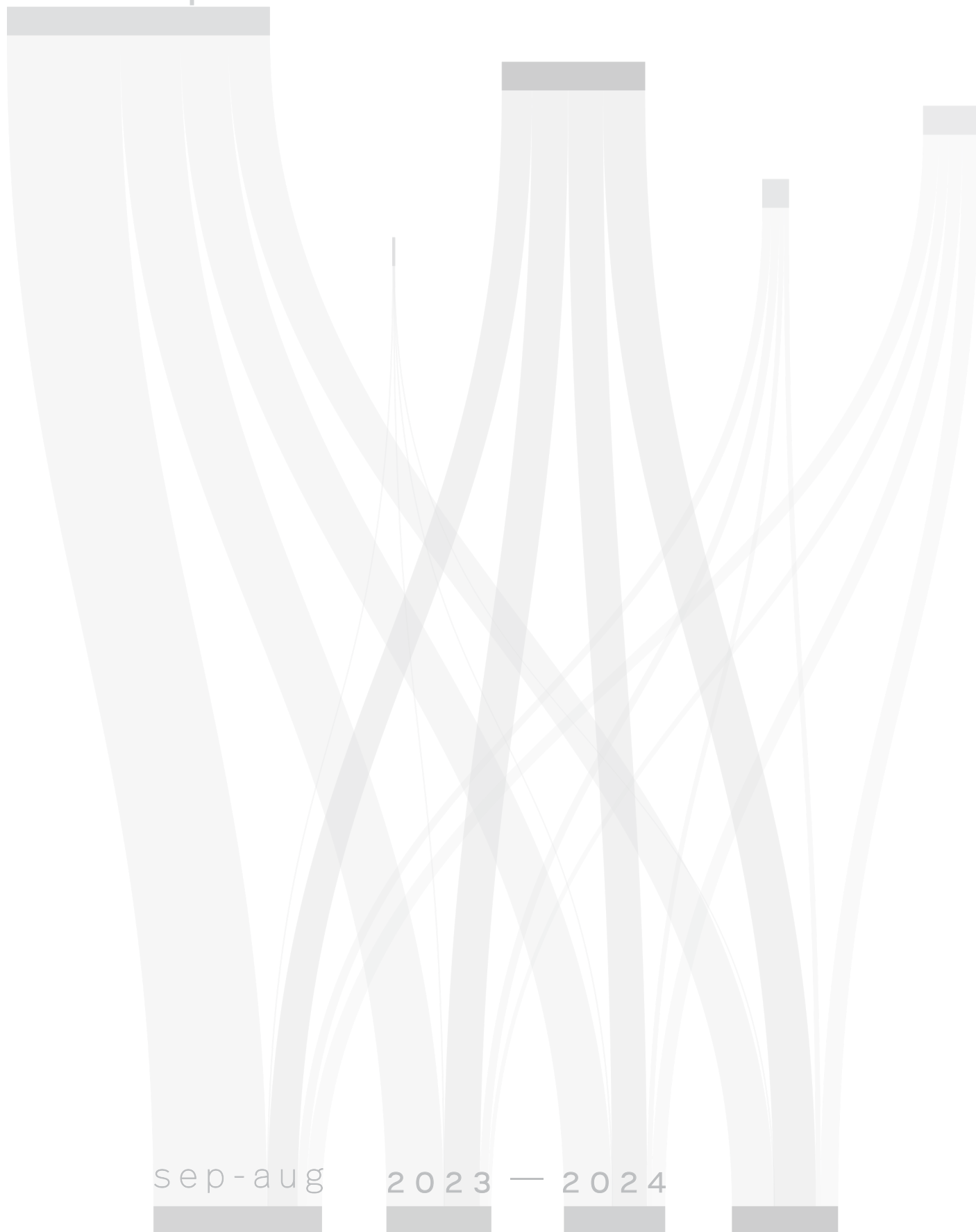
2023 — 2024





IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

annual report



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ANNUAL REPORT / 2023-2024



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→Dear member of the

IPADE COMMUNITY:

THE FOLLOWING 2023-2024 ANNUAL REPORT REPRESENTS AN OPPORTUNITY TO SHOW YOU WHAT WE'VE ACCOMPLISHED OVER THE PAST TWELVE MONTHS WITH THE HELP AND HARD WORK OF IPADE'S FACULTY, PARTICIPANTS, ALUMNI, AND STAFF.

The information presented here is a reflection of a thriving community dedicated to enhancing humane entrepreneurial leadership.

We have made great progress this year in advancing our academic offerings and furthering our mission. We launched the TransformAD Program to help leaders in very dynamic circumstances get back in touch with their vision, and we celebrated the first overseas experience in Austin as part of the overhaul of IPADE's Executive MBA (MEDEX) curriculum. We also launched a funding campaign called "Inspire Leaders. A bet on Mexico," which allowed us to grant 16 scholarships to high-potential young individuals to pursue IPADE's Full-Time MBA (MEDE) this year. We also promoted initiatives that reaffirm our commitment to social responsibility and research, including the creation of the Center for Research on Social Responsibility (CIRES) and IMPACT LAB, a platform that supports socially-oriented business ventures, in line with the IPADE Social Challenge initiative.

IPADE's international commitment was demonstrated through the organization of numerous high-level academic events, including the Academy of Management Paper Development Workshop and the EFMD Global Americas regional conference, together with IPADE's reaccreditation by AACSB and a visit from AMBA representatives.

This year also offered an opportunity to engage with relevant actors from the social and political sectors. We welcomed the Auxiliary Vicar of Opus Dei, Monsignor Mariano Fazio, and diplomatic representatives including Pankaj Sharma, Indian Ambassador to Mexico, and organized discussion forums with leaders and candidates ahead of the 2024 elections.

I am deeply grateful to everyone who has helped make this academic cycle of growth possible. I invite you to read these pages as an illustration of how IPADE has changed people's lives and made Mexico's business community stronger.



Lorenzo Fernández Alonso
Dean
IPADE Business School

The **2023-2024 academic year at IPADE** was marked by key moments that reflect the growth, innovation, and impact achieved by our business community. In this section, we look back at the most significant milestones, from keynote speeches and strategic alliances to academic achievements, important visits, and transformative projects. Let's revisit the events and experiences that shaped this period.

IPADE
2023-2024
H I

2023

- First edition of the financial campaign launched by the **“Inspire Leaders, Bet on Mexico”** initiative at IPADE, which awarded 16 scholarships to young people who enrolled in **IPADE's Full-Time MBA (MEDE)** program that same year.
- First international experience in **Austin, TX**, during the **“Leading for Innovation” week** organized by IPADE as part of the redesigned **Executive MBA (MEDEX)** curriculum.
- First edition of the **TransformAD Program**.
- IPADE hosted the **Academy of Management Paper Development Workshop** in Mexico City.

G H L I

- Launch of the **Center for Research on Social Responsibility (CIRES)** and **IMPACT LAB**, a platform inspired in the **IPADE Social Challenge** initiative but focusing on high social impact strategies.
- IPADE hosted the **EFMD Global Americas Annual Conference**: “Debating the Fundamentals of Business Education.”
- IPADE achieved reaccreditation by the **Association to Advance Collegiate Schools of Business (AACSB)**.

Launch of the CIRES Research Center.



2024

- Visit by the Auxiliary Vicar of Opus Dei, **Mariano Fazio**.
- **Book** launches:
 - “Marcas embajadoras de México fundadas o dirigidas por mujeres”. (“Mexican brands founded or run by women.”)
 - “La fuerza del realismo. Ensayos sobre la obra filosófica de Carlos Llano”. (“The Power of Realism: Essays on the Philosophical Work of Carlos Llano.”)
 - “Dirección estratégica de servicios”. (“Strategic service management.”)
 - “Bio inteligencia estratégica”. (“Strategic bio intelligence.”)
 - “Participación de las mujeres en Consejos de Administración”. (“Women’s participation on Boards of Directors.”)
 - “La teoría del vino”. (“The theory of wine.”)
- Visit by the **Ambassador to the Republic of India**.

G H T S

- Event featuring **candidates to the Jalisco State Government**- IPADE GDL.
- Conference: **“Elecciones 2024-2030 Análisis y reflexiones desde el sector empresarial”** (“Elections in 2024-2030: Analysis and Reflections from the Business Sector”) by **Mr. Santiago Taboada**.
- Extraordinary session: “Post-election discussion meeting.”
- Visit by **AMBA reaccreditation staff**. **AMBA is the Association of MBAs**, a global organization based in London, United Kingdom. Founded in 1967 with the primary objective of accrediting Master of Business Administration (MBA) programs. .
- Launch of the **IPADE Business Council**.

Visit by Pankaj Sharma, Ambassador to the Republic of India.



OPERATING LOCATIONS 2023-2024



MANAGEMENT

Senior

IPADE's Senior Management programs have been carefully designed for business executives and entrepreneurs aiming to keep improving their skills and make sure their companies keep growing and remain competitive.

These programs focus not only on enhancing key management skills for effective decision-making and team leadership but also on building sound judgment – both vital elements in senior management.



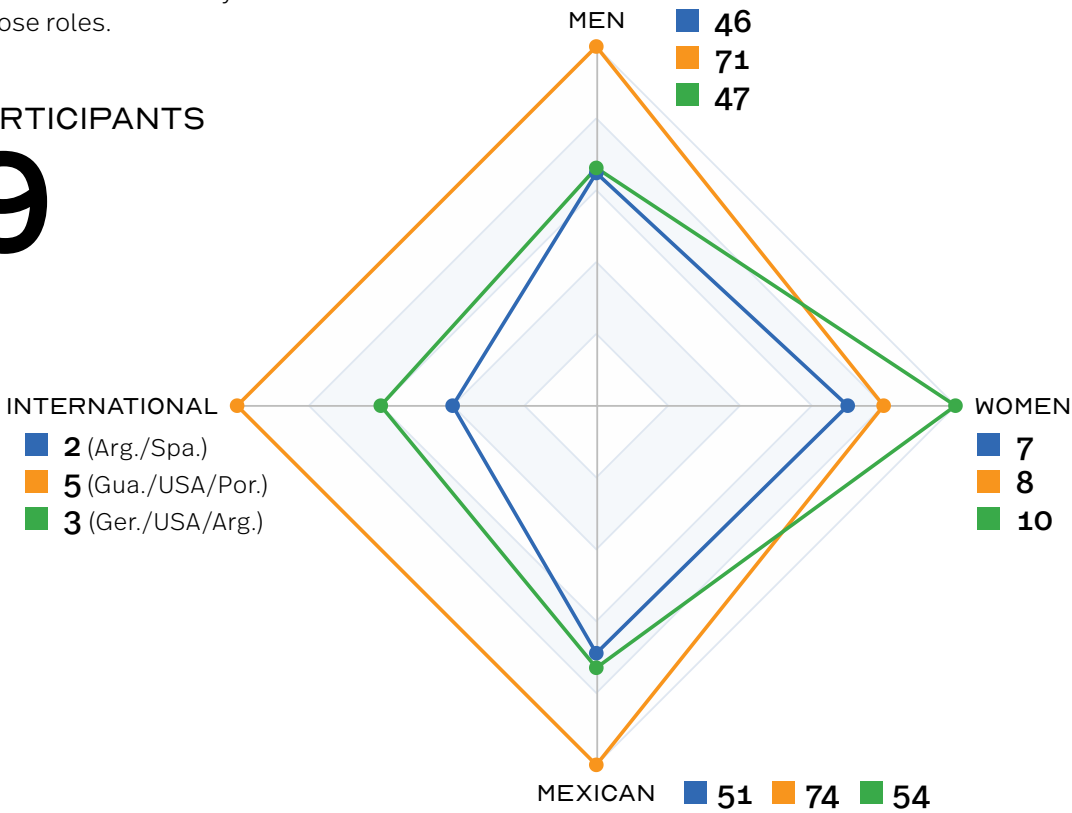
AD-2 Senior Management Program

Designed for CEOs, business owners, or board chairpersons with over 10 years of experience in those roles.

TOTAL PARTICIPANTS

189

CDMX 53
MTY 79
GDL 57



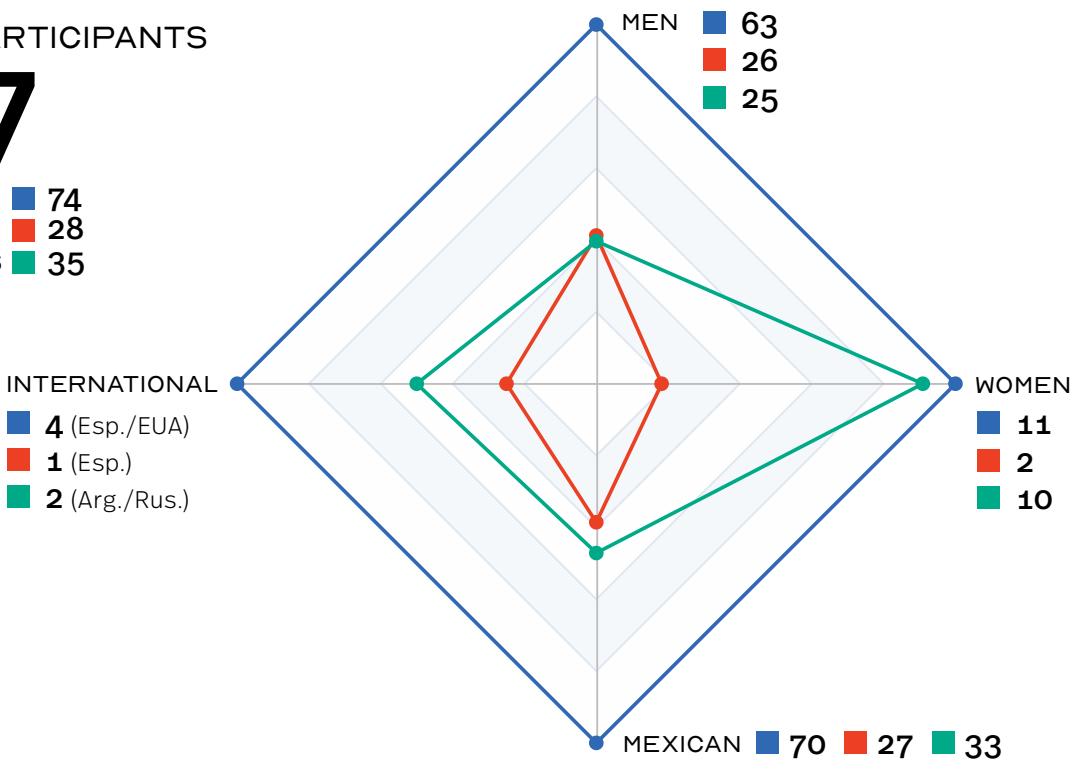
AD General Management Program

This program is aimed at CEOs or business owners with at least five years of experience in these positions in large companies showing a strong track record of consolidation.

TOTAL PARTICIPANTS

137

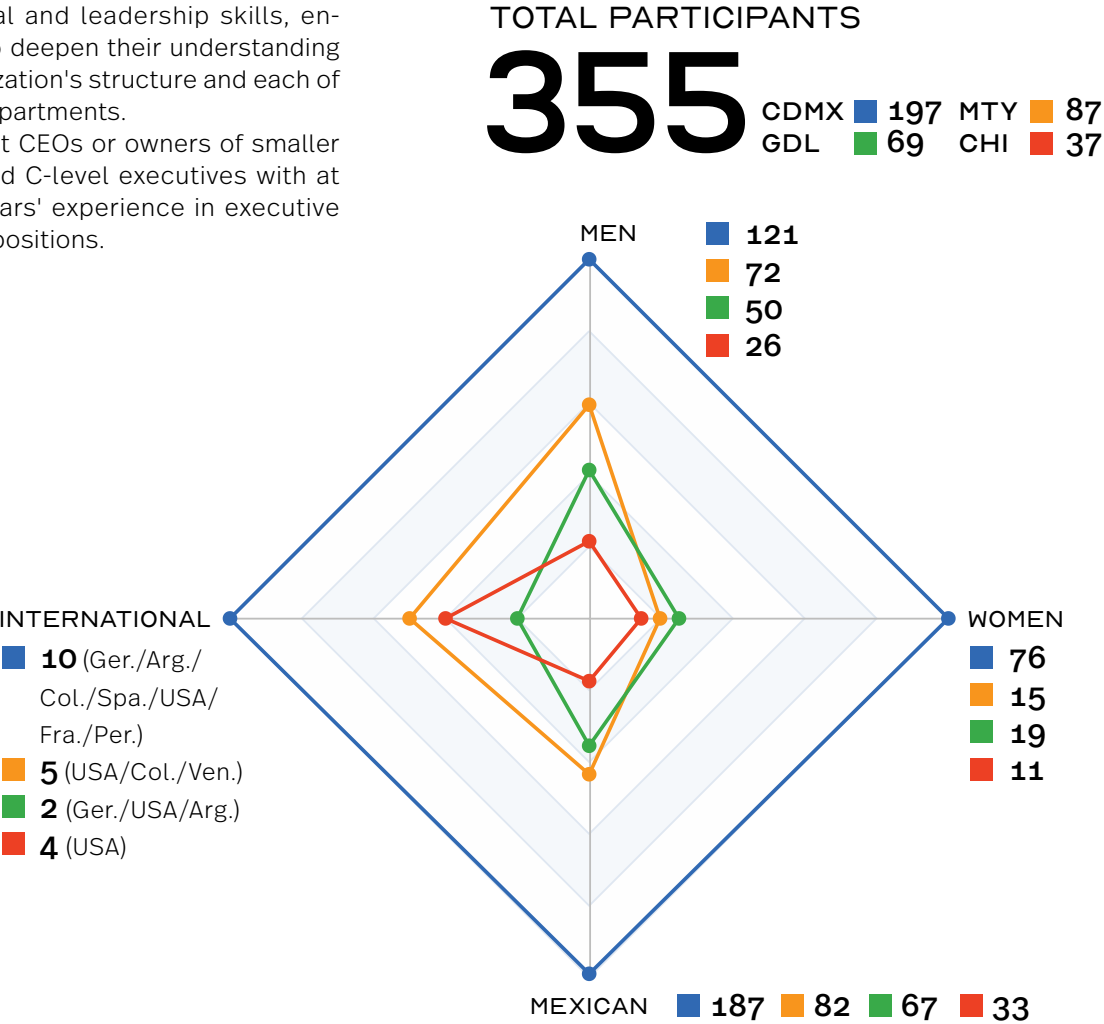
CDMX 74
VERACRUZ 28
LOS CABOS 35



D-1 Management Development Program

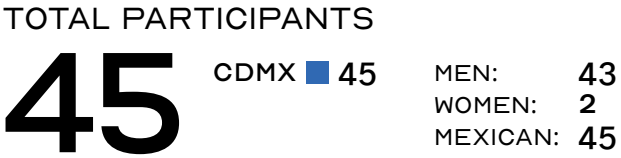
Aimed at helping participants strengthen their analytical and leadership skills, enabling them to deepen their understanding of their organization's structure and each of its different departments.

It is aimed at CEOs or owners of smaller companies and C-level executives with at least three years' experience in executive management positions.



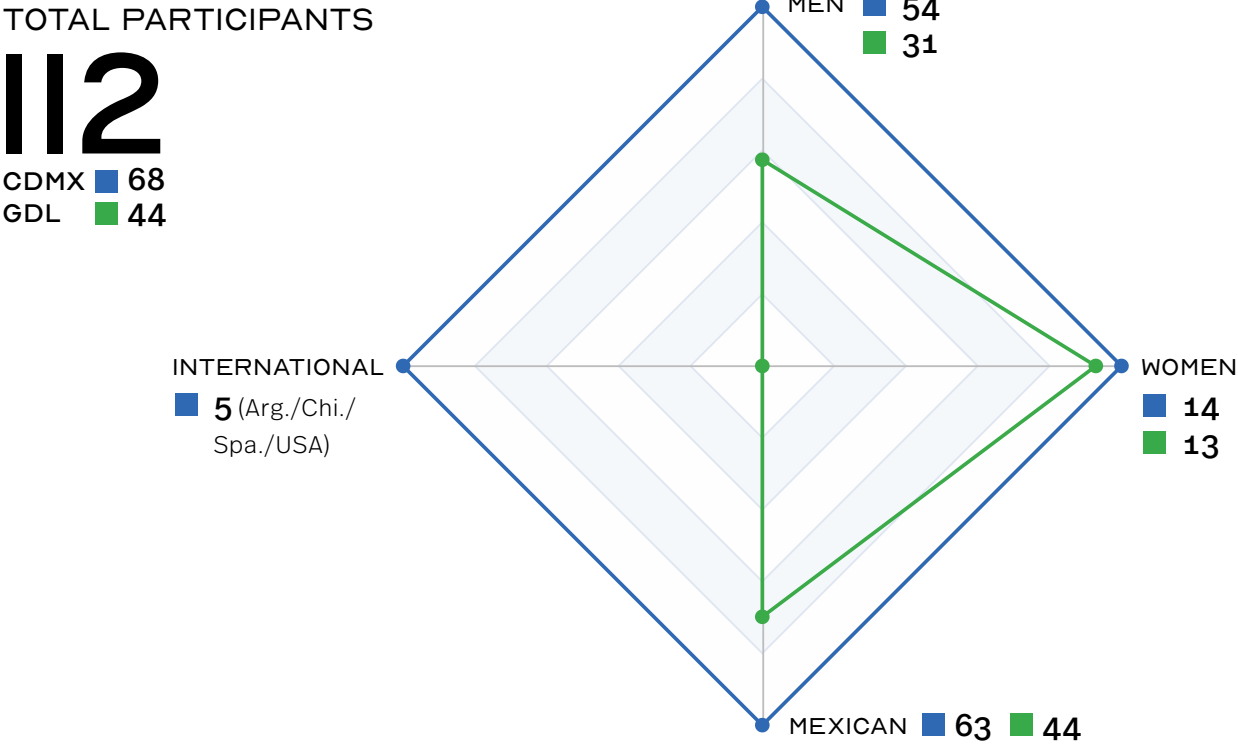
AD-R (Regional) General Management Program

Designed to enhance and support the skills required for Senior Management, this program also caters to the busy schedules of business executives and entrepreneurs.



D-1R (Regional) Management Development Program

This program focuses on building the skills required to perform in all management roles with a general management perspective. Designed for business executives and entrepreneurs who are unable to attend classes on a weekly basis.



BLENDED AND ONLINE SENIOR MANAGEMENT PROGRAMS:

ADE Blended General Management Program

This program aims to strengthen the human capabilities of CEOs or owners.



AcelerAD Program

Taught 100% online, it is aimed at corporate directors with executive responsibilities, a minimum of seven years of professional experience, and at least three years of experience in a management position. It provides a comprehensive and engaging educational experience tailored to the corporate world.

It offers the possibility of transforming businesses into integrated organizations with the strategy, structure, controls, and human talent necessary for growth.

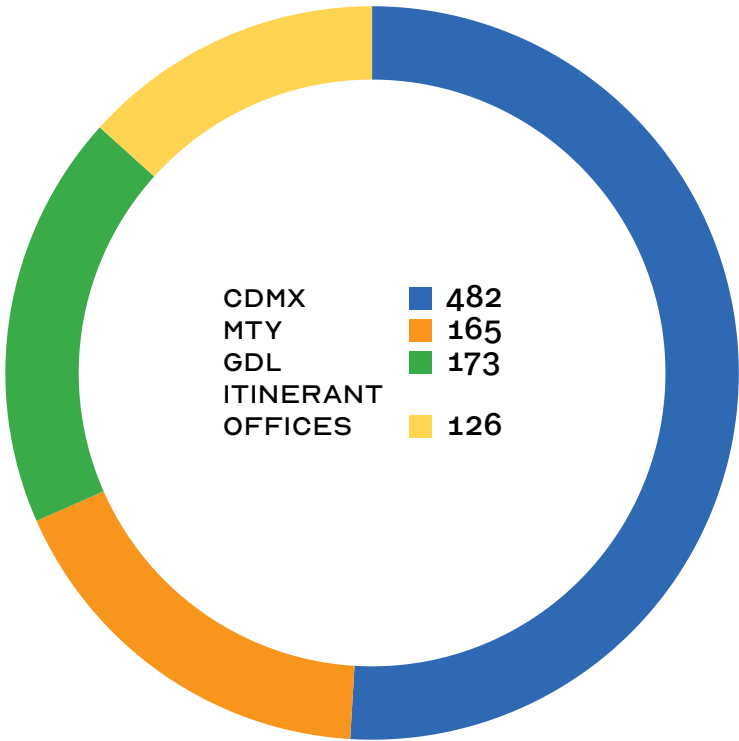


INTERNATIONAL IMMERSION PROGRAM
Senior Management **International Days**

Participants gather to learn about and analyze various business areas using the Case Method, sharing knowledge, experiences, and reflections on contemporary business challenges.

During the sessions – covering topics such as “The power of networks: an academic perspective,”

“Strategic AI: senior management and operational value creation,” and “Agile leadership” – participants gained deep, practical insights into crucial issues in today’s business environment.



TOTAL PARTICIPANTS
946

- GUEST SCHOOLS
- University of Miami
 - MIT Sloan School of Management
 - Professional Services from Pearson's Workforce Skills Division
 - Kellogg School of Management
 - University of Navarra

Study Trips

TOTAL PARTICIPANTS
324

ITINERANT OFFICES
36

MTY
50

GDL
55

CDMX
183

COUNTRIES: **2**
US and England

HOST INSTITUTIONS: **4**



Full-Time MBA

MEDE

VISION

Our full-time MBA program offers a highly academic yet human-centered experience that enhances management capabilities and promotes the professional growth of participants.

PRACTICE

Over the course of 22 months, participants undergo a transformation process involving a series of learning phases. The Program begins with an intellectual growth stage, where participants develop skills and knowledge around the techniques and art of management. The next phase involves putting that knowledge into practice. Finally, participants get the chance to take part in an international learning experience.

COMMUNITY

Through the MEDE program, participants become part of a global learning community of highly talented young professionals that challenges them to think beyond their limits and prepares them for the increasingly complex responsibilities of leadership in business.

TOTAL
ALUMNI

92

CDMX

■ 56

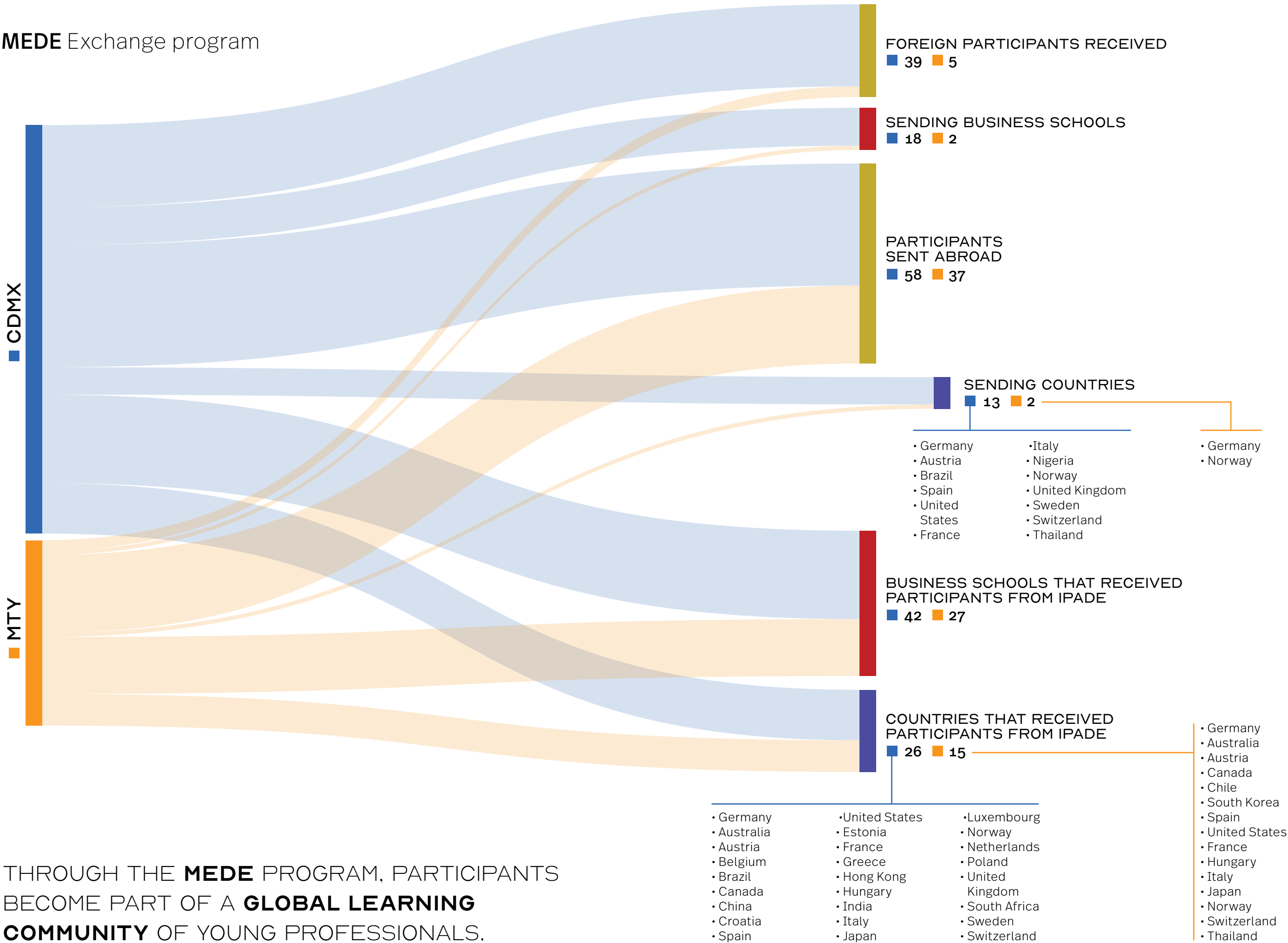
MTY

■ 36



THE **MEDE**
PROGRAM IS
AIMED AT **YOUNG**
PEOPLE WHO
ARE **PURSUING**
LEADERSHIP
POSITIONS.

MEDE Exchange program



MEDE

Exchange program

■ MTY ■ CDMX

SENDING BUSINESS SCHOOLS

- Darden School of Business
- EMLYON Business School
- ESSEC Business School
- FIA Business School
- IESE Business School
- Instituto Mines Telecom Business School
- Instituto COPPEAD de Administração/UFRJ
- Lagos Business School
- London Business School
- Mannheim Business School, University of Mannheim
- MCI Management Center Innsbruck The Entrepreneurial School
- NEOMA Business School
- Norwegian School of Economics
- Sasin Graduate Institute of Business Administration
- Tuck School of Business at Dartmouth College
- Umea School of Business, Economics and Statistics
- Università Commerciale Luigi Bocconi
- University of St. Gallen, School of Management



BUSINESS SCHOOLS THAT RECEIVED PARTICIPANTS FROM IPADE

- Alba Graduate School of Management
- Audencia Business School
- Birmingham Business School, The University of Birmingham
- CEIBS China Europe International Business School
- CEU - Department of Economics and Business
- Coggin College of Business, University of North Florida
- COX School of Business, Southern Methodist University
- Crummer Graduate School of Business, Rollins College
- Darden School of Business, University of Virginia
- EBS Business School
- EDHEC Business School
- EMLYON Business School
- Escuela de Administración, Pontificia Universidad Católica de Chile
- ESSEC Business School
- FEN Business School
- Faculty of Business Administration, Université Laval
- George Washington University School of Business
- Goizueta Business School, Emory University
- Gordon Institute of Business and Science
- Graduate School, Università Bocconi
- Haas School of Business, University of California Berkeley
- Haskayne School of Business, University of Calgary
- HKBU School of Business, Hong Kong Baptist University
- HKUST Business School
- IESE Business School
- Indian Institute of Management Bangalore
- Instituto COPPEAD de Administração/UFRJ
- Jones Graduate School of Business, RICE University
- Kellogg School of Management, Northwestern University
- Kenneth Levene Graduate School of Business, University of Regina
- London Business School
- LUISS Business School
- Luxembourg School of Business
- Mannheim Business School, University of Mannheim
- MCI Management Center Innsbruck
- MGSM Graduate School of Management, Macquarie University
- MIP - Politecnico di Milano Graduate School of Business
- Montpellier Business School
- Neoma Business School
- NHH - Norwegian School of Economics
- NUCB Graduate School, Nagoya University of Commerce & Business
- Nyenrode Business School
- Poznan University of Economics and Business
- Sasin Graduate Institute of Business Administration of Chulalongkorn University of Thailand
- School of Business, Yonsei University
- Solvay Brussels School of Economics and Management
- St. Gallen University Department of Management
- Sydney Business School, University of Wollongong
- Stern School of Business, NYU
- Tallinn School of Economics and Business Administration, Tallinn University of Technology
- The KLU, Kühne Logistics University
- Tuck School of Business at Dartmouth College
- UMEA School of Business and Economics
- UNC Kenan-Flagler Business School, The University of North Carolina at Chapel Hill
- UNISA University of South Australia Business School
- Warwick Business School
- Zagreb School of Economics and Management – ZSEM

MEDE International Week

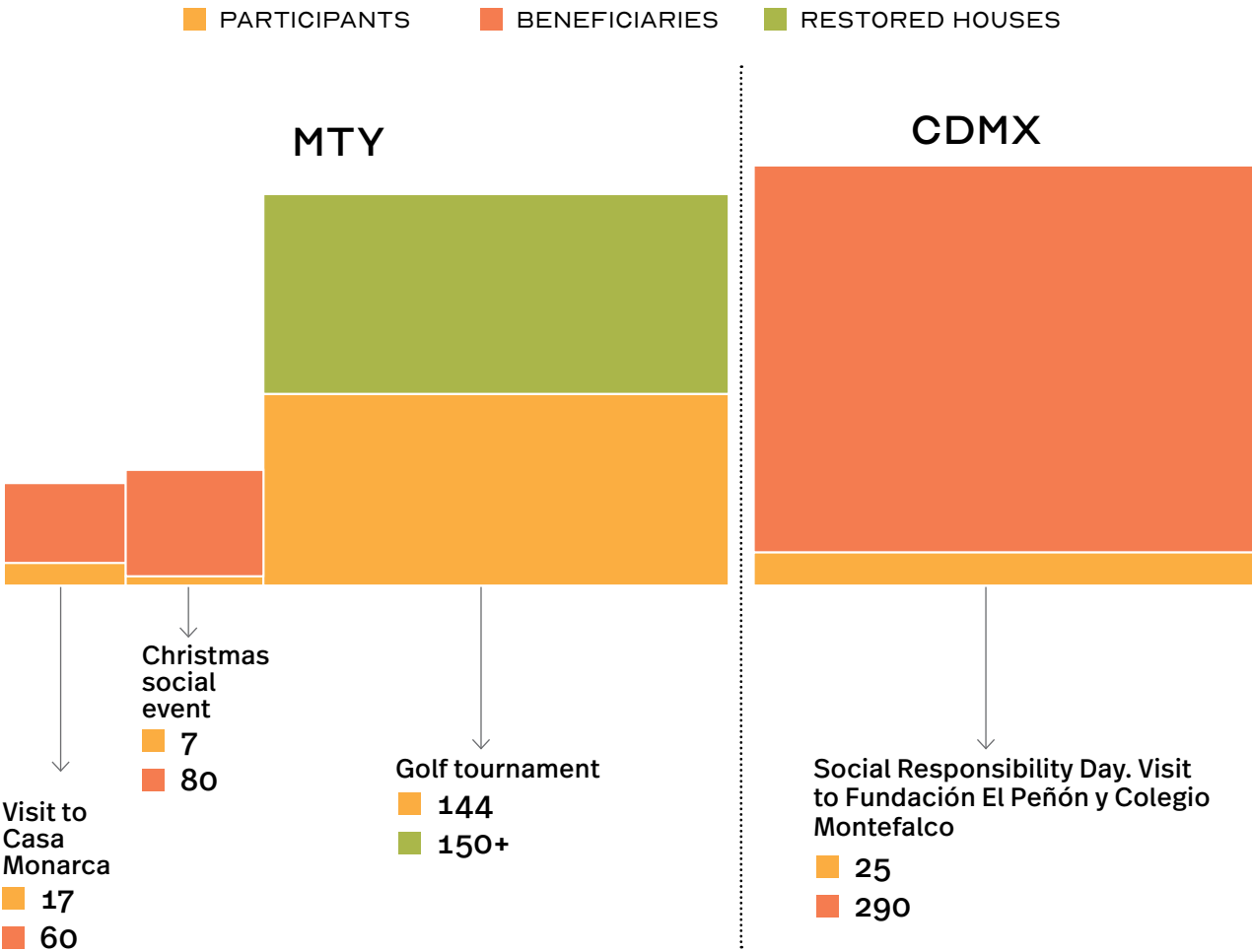
TOPIC: DOING BUSINESS IN MEXICO
This program offers participants the opportunity to learn about Mexico as an emerging market while interacting with colleagues from Mexico and other countries.

IT IS NOT JUST
A CULTURAL
MELTING POT, IT IS
A **STIMULATING
INTERNATIONAL
EXPERIENCE.**

CDMX



Social Responsibility Initiatives
under the **MEDE Programs**



Career Development Center (CEDIC)

The activities promoted by **CEDIC** enable **MEDE** talent to network professionally with leaders and companies in highly relevant sectors.

- CEDIC** can help **Full-Time MBA** participants to:
- Increase their salary
 - Learn about real-life business cases from around the world
 - Make better decisions from a senior management perspective



Name of Forum	Name of Featured Guest	Position of Featured Guest	Company of Featured Guest	Forum Attendees
A meeting with Walmart	Omar Capur	E-Commerce Director	Walmart	18
The impact of Digital Transformation and IT in businesses	Yami Hagg	Digital Transformation and Cibersecurity Lead LATAM	Mondelēz	35
Startup to Standout: The 100 Ladrillos Journey in Real Estate Innovation	Iván Carmona	Co-Founder & Chief Business Development Officer	The 100 Ladrillos Journey	45
Challenges of Operations in the Supply Chain	José Miguel Macías Sánchez	Director of Operations	Generac Power Systems	20
Monetary Policy and Economic Perspectives of Mexico	Irene Espinosa Cantellano	Sub Governor of the Central Bank of Mexico	The Central Bank of Mexico	85
Innovation breakfast with Joshua Henderson, Global Product Development	Joshua Henderson	Global Product Development	Colgate	18
Mess up night Consulting	David Quintero	Sr. Cansultant Manager	KPMG	25
Irongate Development	McQuin Baron	Salesman	Irongate Development	20
NTT Data Presentation	Jorge Corral	Partner. Head of Customer Americas y Digital Strategy México	NTT Data	40
Kick off FEMSA Case Competition	Diego García Hernández	Strategic Planning Manager – Proximity and Health	FEMSA	16
PISA Presentation	Luis Torres	Electrolit México Director	PISA	45
APPIAN Presentation	Ramón Quijano	CS Consultant	APPIAN	40
Fundación BBVA and Social Responsibility	Sofía Ize Ludlow	Director of Fundación BBVA	BBVA	45
Social Innovation Breakfast	Marco García	Head of Digital Transformation Cinépolis	Cinépolis	18
CEMEX Presentation	Alberto de Armas	VP of HR	CEMEX	30
Get to know Consumer Goods	Bernardo Miguel Aramburu Argandar	General Manager - Las Cervezas Modelo del Altiplano	Grupo Modelo	30

Name of Forum	Name of Featured Guest	Position of Featured Guest	Company of Featured Guest	Forum Attendees
Roland Berger: Reclutamiento en Campus 2023	Gilberto Lozano	Managing Partner and spanish LATAM	Roland Berger	15
Prima.ai Presentation	Daniel Autrique	Co-Founder	Prima.ai	20
UBER Summer Internship Program 2023	Myriam Abascal	Sr. Recruiting Lead university	UBER	60
AstraZeneca Summer Intership 2023	Antonio Rosado Galván	Business Unit Director	AstraZeneca	50
APPIAN 2023 Presentation	Rogelio Cerrillo	Customer Success Director - North America	APPIAN	45
NTT Data Conference	Jorge Corral	Partner. Head of Customer Americas y Digital Strategy México	NTT Data	35
Digital transformation in the Mexican traditional banking sector	Pablo Fernando Quesada	Commercial Vice President	Banco Santander México	40
Social Impact Entrepreneurship Panel	Pablo Sánchez Servitje y Juan Miguel Guerra	VP Bimbo Adventures, Revolut CEO	BIMBO, Revolut	50
Healthcare & Pharma Opportunities, Opportunity business	Fernando Fonseca	Owner	VENSI	25
Understanding the Fintech Environment in Mexico	José Carlos Aguilar	Co-Founder	Palenca	18
Driving real estate development forward	Sofía Peña	Head of Investor Relations	FUNO	20
DEACERO Kick Off 2023	Armando Carmona	Deputy Director of Risk and Portafolio Managemente	DEACERO	30
Nike Summer Internship 2023	Mauricio Vázquez	HRBP Manager	NIKE	51
CINÉPOLIS La capital del cine	Marco A. García de la Cruz	Global Head of digital transformation	Cinépolis	65
How to identify investment opportunities in the startup world	Claudio Schlegel	Investor & Mentor	LP Platanus ventures	20
Working in a Tech World	Jorge Gutiérrez Luthe	Chief of Staff at Google	Google	35
High specialization, an innovation challenge	Dora Cano	General Manager Bayer	Bayer	74
Women Entrepreneurs in Mexico: Innovating with Technology in Senior Management	Nazareth Black	CEO	Zacua	60
Energy and Private Equity – Opportunities in Mexico	Delfin Moy	Principal	River Stone Holdings	30

Name of Forum	Name of Featured Guest	Position of Featured Guest	Company of Featured Guest	Forum Attendees
What an M&A process is like and his experience as an IPADE graduate and professional at CEMEX	Mario César Guerra Stringel	Corp Business Develpment & Strategic Planning	CEMEX	38
Hilti Outperformer Presentation	Luis Gustavo Zanatta	Talent Acquisition Specialist	Hilti	45
Human Centered Technology Adoption	Mauricio García	Chief Technology Officer	Frog	32
Breakfast Huerto Roma Verde	Paco Ayala	Founder	Huerto Roma Verde	12
KIZUKAI, KAISEN Applied to organizational culture	Alejandro Kasuaga	Ex CEO, Yakult	Yakult	68
Starting a Business in Mexico	Pedro Madero, Luis García y Alejandro Moreno	Founder, Co-Founder, Founder	VEF Studio, Health2u, Indimex	25
The 5 ways TikTok is strengthening marketing around the world	Efraín Mendicuti	Head of Global Business Solutions	Tik Tok	90
Operating a rapidly growing business	Javier García Iza	Founder and CEO	IOS Offices	35
Real Estate & Hospitality: The Future of the Real Estate Industry in Mexico	Braulio Arzuaga	CEO	Grupo Presidente	84
Commercial innovation in the pharmaceutical industry	Mario Alberto Martínez Carbajal	Chief Commercial Officer	J&J Janssen	35
The perfect blend between people and brands	Mariano Perotti	CEO	Diageo	75
Prospects for Female Leadership on Executive Boards and in Senior Management	Yvonne Ochoa	Owner and Founding Partner	Convixión	35

THE ACTIVITIES UNDERTAKEN BY **CEDIC** PROMOTE BETTER **DECISION-MAKING** FROM A **SENIOR MANAGEMENT PERSPECTIVE.**



Executive MBA

MEDEX

MEDEX is a rigorous MBA program designed to maximize the management skills of business executives and entrepreneurs by promoting their integral development as individuals.

THE BEST EMBA IN MEXICO

MEDEX brings participants into the most prominent business community in Mexico and Latin America, expanding their network with high-impact leaders.

THERE ARE SIX REASONS why over 6,000 professionals have chosen MEDEX to transform their leadership and strengthen their management skills, driving their impact in business.

1. It propels participants' career toward senior management. The MEDEX program builds the skills needed to lead at the highest levels of an organization.

2. Strategic decision-making. The MEDEX program strengthens analytical and decision-making skills from a global perspective.

3. Networking at the highest level. The MEDEX brings together Mexico's most important business network, broadening career and business opportunities for participants.

4. Learning in the real world. Through the Case Method, MEDEX will take participants through hundreds of real-life cases from companies around the world, enabling them to make better decisions from a senior management perspective.

5. Recognition and reputation. Both IPADE and MEDEX are recognized for their excellence in the business sector, both nationally and internationally.

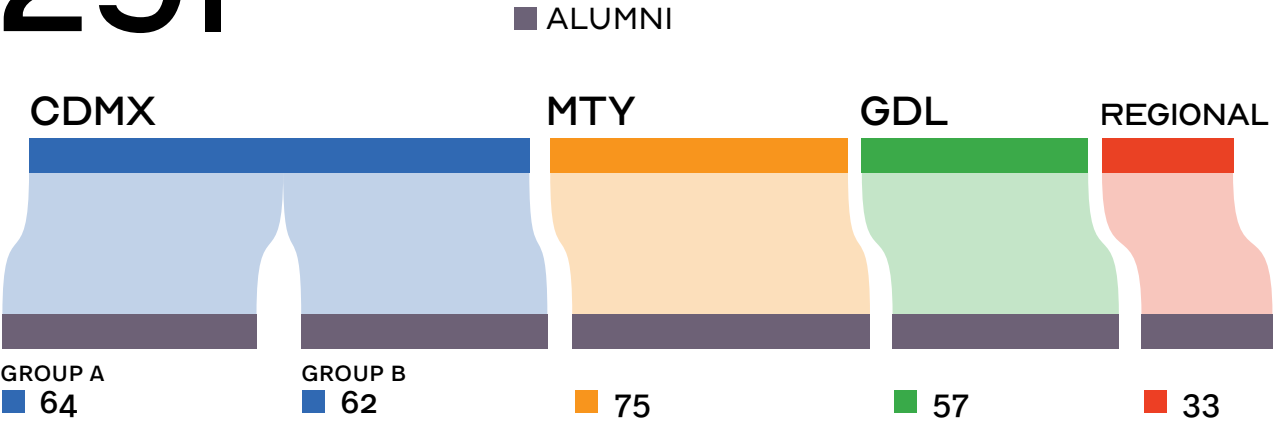
6. An unforgettable experience. Twenty months fully engaged in an integral personal improvement process, enjoying every moment of a transformative journey.

MEDEX IS THE #1 EMBA IN MEXICO ACCORDING TO *THE FINANCIAL TIMES*.



TOTAL
ALUMNI

291



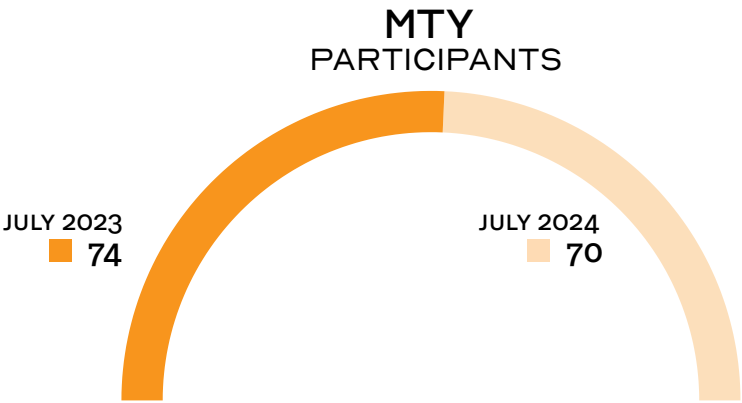
Elective academic trips
(MEDEX International Immersion Program)

MTY
101
PARTICIPANTS

COUNTRIES: United States and England.
RECEIVING INSTITUTIONS: University of Texas, Columbia Business School, and London Business School.

International Week
MEDEX Sustainability and Leadership

MEDEX OFFERS AN OPPORTUNITY FOR WORLD-CLASS LEARNING BY GAINING EXPOSURE TO THE BEST BUSINESS SCHOOLS IN THE WORLD.



Global, significant, and relevant impact

4 MOMENTS WITH DIFFERENT TOPICS FOR REFLECTION AND INSIGHTS:

- **Innovation and Technology** Week (Austin, Texas)
- **Social Responsibility and Sustainability** Week
- **Focus** week
- **Business simulator** week



MEDEX International Immersion program

TOTAL PARTICIPANTS

371

The University of Texas at Austin
McCombs School of Business

GUEST SCHOOLS

PARTICIPANTS

CDMX
115
22
18

MTY
77
19
7

GDL
56
11
7

BLENDED
31
4
4

PARTICIPATING COUNTRIES:
UNITED STATES AND UNITED KINGDOM

THE **MEDEX** PROGRAM
STRENGTHENS **ANALYTICAL**
AND DECISION-MAKING SKILLS
FROM A **GLOBAL PERSPECTIVE.**



Programs

FOCUS

The current environment requires companies to focus their attention on specific needs, so they must train their managers to better perform their roles and improve the organization's business units.

→ COLLOQUIUM FOR FAMILY-OWNED BUSINESSES

Family businesses play a major role in the economy and offer advantages that other companies do not. Members need to be self-critical in order to identify new opportunities. This colloquium is unique in Latin America, encouraging each family to engage in deep analysis and improve their current situation.

TOTAL PARTICIPANTS 53
CDMX ■ 53

→ BOARDS IN ACTION PROGRAM

Designed to empower board members to build successful companies by honing their management and strategic skills.

TOTAL PARTICIPANTS 219
CDMX ■ 64 GDL ■ 40
MTY ■ 55 QRO ■ 38 SLP ■ 22

→ INNOVAD

Businesses must seek a competitive advantage that sets them apart from the rest. Managers and entrepreneurs need to create value and stay ahead of the curve.

TOTAL PARTICIPANTS 89
GDL ■ 33
PUE ■ 25
MORELIA ■ 31

→ SENIOR MANAGEMENT PROGRAM FOR COMPANIES IN THE AGRI-FOOD CHAIN (ADEA)

Business leaders and managers are looking to make better use of human, financial, strategic, commercial, and technological resources. The agri-food industry encourages differentiation in the quality, volume, timing, price, and production cost of goods and services.

TOTAL PARTICIPANTS 58
GDL ■ 38
CULIACÁN ■ 20

→ MANAGEMENT FOR SERVICES 3.0

People's lifestyles and consumption habits have changed. We need to understand the new experiences people are seeking.

TOTAL PARTICIPANTS 78
CDMX ■ 43
CULIACÁN ■ 35

→ THE HUMAN SIDE OF THE MANAGER

Given their position and human condition, managers are not immune to having difficult moments. This program provides a space to reflect beyond achievements, focusing on the most important aspects of personal life.

TOTAL PARTICIPANTS 30
CDMX ■ 30

→ G-20 COLLOQUIUM

It creates a space for reflection and dialogue between women and men in business, seeking to capitalize on their experience and achievements to tackle the challenges they face in establishing their legacy.

TOTAL PARTICIPANTS 12
CDMX ■ 12

→ PROGRAM FOR CHAIRPERSONS AND BOARD MEMBERS

Designed for individuals who have served on Boards of Directors for at least ten years. Creating a Board is an extremely important process in terms of design, integration, and management. Serving as chairperson or board member requires a high degree of professionalism to keep the company afloat.

TOTAL PARTICIPANTS 30
CDMX ■ 30

→ SENIOR LEADERSHIP SUMMIT LATAM

Exclusively designed for entrepreneurs and executives at the highest level (CEO/C-Level), with businesses and responsibilities in Latin America.

TOTAL PARTICIPANTS 8
ONLINE ■ 8

→ TRANSFORMAD

The program develops strategic thinking to prepare leaders to face new challenges and guide their organizations through a digital transition from a strategic perspective.

TOTAL PARTICIPANTS 27
CDMX ■ 27

TOTAL PARTICIPANTS
604



Online programs offered in partnership with Emeritus

EMERITUS is an IPADE partner institution specializing in digital education. This partnership allows us to expand our educational offering beyond physical classrooms, bringing our academic offerings to a global audience.

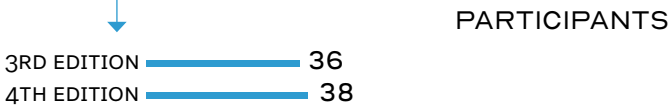
With this partnership, IPADE aims to offer a diversified portfolio of online courses, preserving our educational excellence while adapting our offerings to the needs of 21st-century professionals, providing flexibility and accessibility.

In 2023-2024, our expanded portfolio of online programs allowed us to serve **3,607 PARTICIPANTS**. This cycle, the IPADE Digital portfolio featured:

→ Senior Executive Online Programs

• CFO: A STRATEGIC PARTNER TO SENIOR MANAGEMENT

Designed with the purpose of supporting and strengthening the strategic role of financial management. The course program looks at the CFO (Chief Financial Officer) as an integrating agent who can be sensitive to the environment, the future, and the uncertainty of the present setting.



• CHRO: STRATEGIC HUMAN CAPITAL MANAGEMENT

Designed to support and enhance the strategic role of human resources management. The course program equips participants with the knowledge and skills necessary to perform successfully as a CHRO (Chief Human Resource Officer) and effectively manage the company's human capital.



→ New Certificate Programs

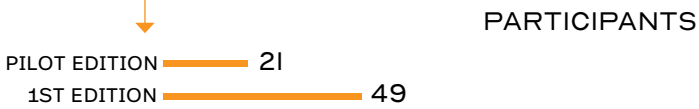
• DIVERSITY, EQUITY, AND INCLUSION: CORPORATE CULTURE

This program aims to lay the foundations for inclusion from an anthropological perspective. Emphasizing the importance of an essential element: human dignity. Managing tools to ensure effective Diversity, Equity, and Inclusion in their organizations.



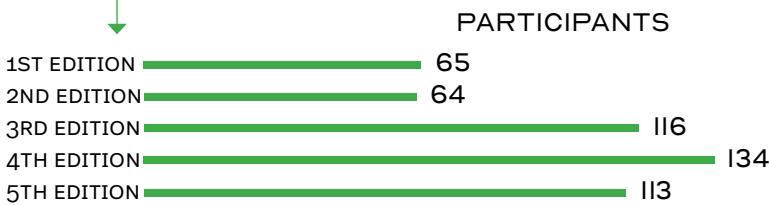
• INTEGRATED RISK AND FRAUD MANAGEMENT FROM THE SENIOR MANAGEMENT PERSPECTIVE

This program aims to provide participants with knowledge and understanding of risk-related terminology, teach them about risk management tools, and give them an in-depth understanding of the risks associated with corporate and operational fraud, including an analysis of the motivations and implications of fraudulent behavior.



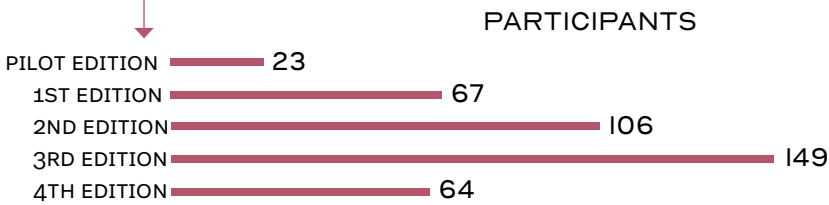
• ORGANIZATIONAL TRANSFORMATION AND CHANGE MANAGEMENT

This program aims to help participants understand and apply some of the fundamental skills and tools needed to carry out organizational transformation plans. Plus, it equips participants with a clear methodology for identifying the critical stages and activities of change processes.



• PROJECT AND COMPANY VALUATION

This program is intended to make a positive contribution to strategic discussions. Critically evaluating investment proposals. Asking the right questions and offering a perspective that adds value from all operational areas, while strengthening collaboration between departments and enabling decision-making that is more aligned with the organization's objectives.



• FINANCIAL DERIVATIVES: STRATEGY AND PRACTICE IN BUSINESS

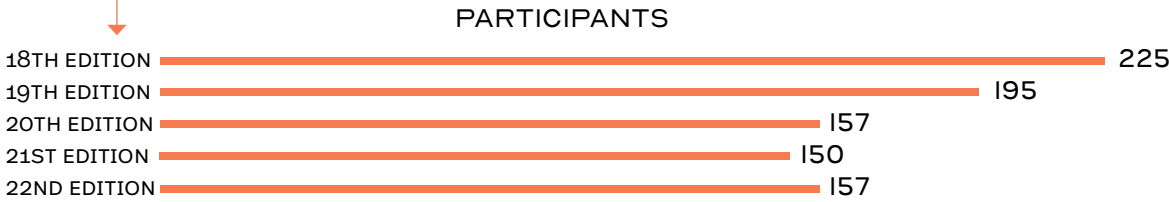
This program aims to teach participants how to manage financial risks. Protecting the interests of the organization, optimizing efficiency levels, and standing out from competitors.



→ Existing Certificate Programs

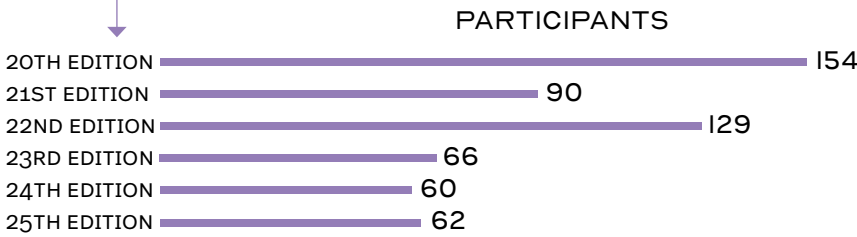
• **NEGOTIATION: AN ART AND A SCIENCE**

This program provides participants with a set of tools for negotiating, allowing them to identify their negotiating style and develop specific skills to excel in their field. For this purpose, it is focused on having participants experience negotiation dynamics through role-playing and integrates the study of business language with that of behavioral sciences.



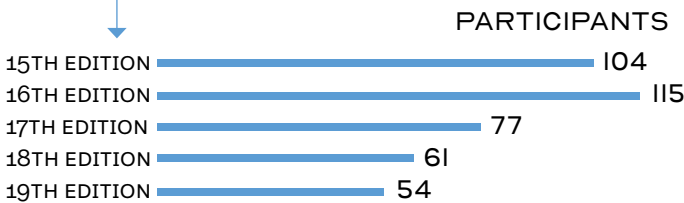
• **DYNAMICS AND CHALLENGES FOR FAMILY BUSINESSES**

This course serves as a guide to deepen one's understanding of family businesses, identify their challenges, and develop tailored solutions that promote their institutionalization and continuity across generations.



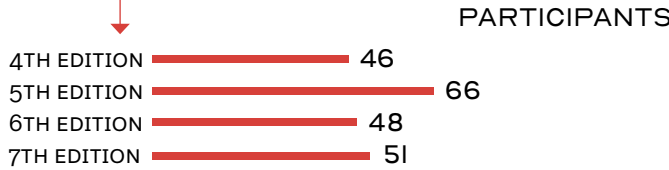
• **FINANCE: STRATEGIC SOLUTIONS FOR CRISIS SITUATIONS**

This certificate program equips participants with a financial toolkit to support the organization's business model. Its practical approach enables participants to develop advanced skills for analyzing and solving problems during times of significant change.



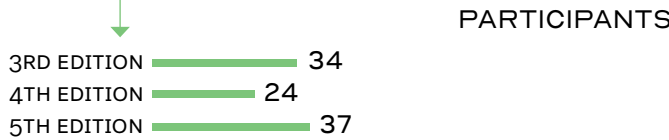
• **FINANCIAL INNOVATION IN THE DIGITAL AGE**

Aimed at helping participants understand the concept of Fintech and discover its full potential to drive innovation and leverage emerging opportunities.



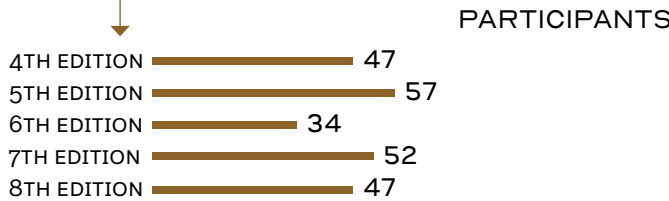
• **STRATEGIC MANAGEMENT OF ORGANIZATIONAL LEARNING**

Aimed at helping participants understand how to adapt and transform the organization's talent processes so that they contribute significantly to the organization's strategy. In addition, it explores how to build a learning organization and delves into managing valuable learning tools.



• **HUMAN TALENT AS THE CORE OF ORGANIZATIONAL TRANSFORMATION**

This program aims to contribute to understanding the factors that drive and hinder genuine commitment in people. Furthermore, it equips participants with the knowledge and tools to conduct an accurate organizational diagnosis in key intervention areas for Human Resources managers.



→ **AcelerAD** (Senior Management program)

Aimed at small business leaders, this program aims to unleash a growth process, transforming business managers into business leaders. It seeks to transform businesses into companies equipped with the strategy, structure, controls, and human talent necessary for expansion.



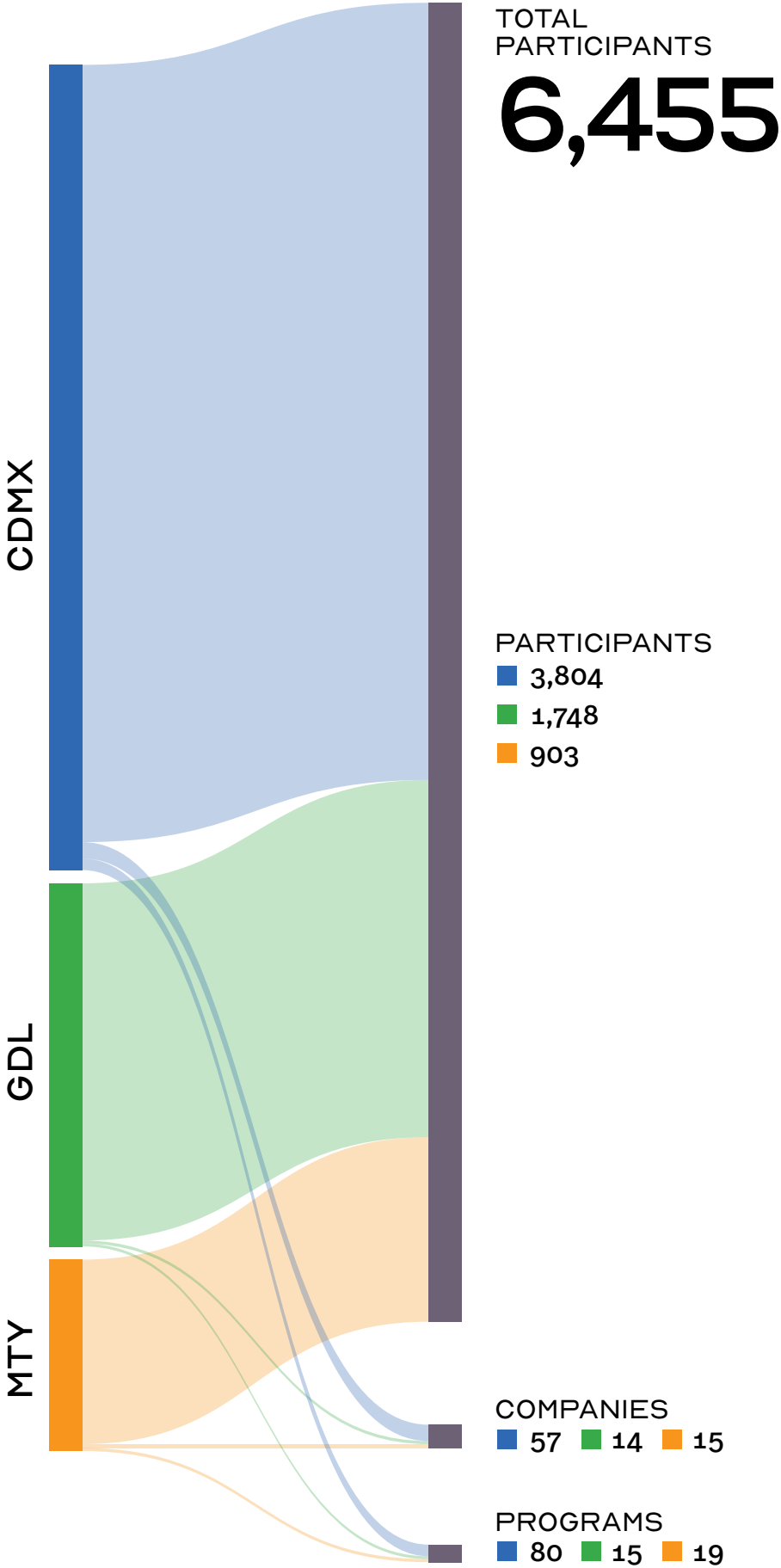
IPADE RESPONDS TO THE NEEDS OF THE BUSINESS COMMUNITY BY OFFERING ONLINE PROGRAMS.

Programs

IN-COMPANY

In-Company programs are aimed, first, to design programs that are tailored to the needs of each requesting organization, aligned with the interests of its senior management and in accordance with its vision, strategy, and current circumstances. And second, to improve the skills of managers making key decisions and handling the organization's resources.

The design strategy is based on a joint analysis between the organization's managers and IPADE, seeking to achieve the depth and focus necessary to make a practical and effective impact.



COMPANIES

CDMX

- Actinver
- AD-2 UNIS
- ADO
- AMAAC 2023
- APM TERMINALS
- Asofomes
- Banorte
- Barna
- BBVA
- Bimbo
- Cámara Suiza
- Carnot Laboratorios
- Carnot Mérida
- Centros Educativos
- Citibanamex
- Coca Cola Femsa
- Coparmex
- Diestra
- Elektra
- Fivestar
- GAT (Ingeniero Azucarero del Trópico)
- General Motors
- Gentera
- Grupo Salinas
- Grupo Unita
- HELM
- HP
- HPE
- Iberdrola
- Index
- Interlace
- Lamosa
- MSA Safety – ISE
- Nadro
- Nissan
- Ohlsa
- Amazon Web Service
- Orlegi
- Peñafiel
- Pilgrims
- Profuturo
- Rabobank
- RICA
- Sabadell
- Salles Saint Grant
- Siemens
- SIKA
- Simplot
- Stellantis
- Televisa
- Torres Corzo
- Tribunal Federal de Justicia Administrativa
- Tulane
- Vesta
- Zurich

GDL

- Abarrotera El Duero
- AMDAJAL
- ANFACA
- CISCO
- CKGSB
- CLAU GTO
- Ferrero
- Grupo GUMA
- HEMAC
- O.P.D Sistemas de Salud Guadalajara
- OPORMEX
- Secretaría de Educación Jalisco
- Secretaría de Innovación
- Tesselar

MTY

- ASOFOM
- ATS
- Banco Base 23
- Bayer
- CISCO
- Citibanamex
- CUPRUM
- Inmobiliaria GTM
- Lamosa
- Microplus
- Panel Rey
- PepsiCo
- Pinturas Berel
- Ternium
- Trayecto

PROGRAM TYPES AND FORMATS

- **100% online** with **synchronous** learning
- **Online** with instructional design, combining **synchronous and asynchronous** learning
- **100% in-person**
- **Blended**, with instructional design

IPADE'S **IN-COMPANY** PROGRAMS WERE **RANKED GLOBALLY** IN MAY 2024. THE RANKING LISTS THE **90 BEST BUSINESS SCHOOLS** IN THE WORLD.



Service COMMUNITY

As an institution committed to sustainable development and positive social impact, we have created programs and projects focusing on various areas of action, including education, environment, social inclusion, and support for vulnerable communities.

They mirror our strong commitment to corporate social responsibility and our belief that, through collaboration and leadership, we can

make a meaningful difference in our community and the world around us.

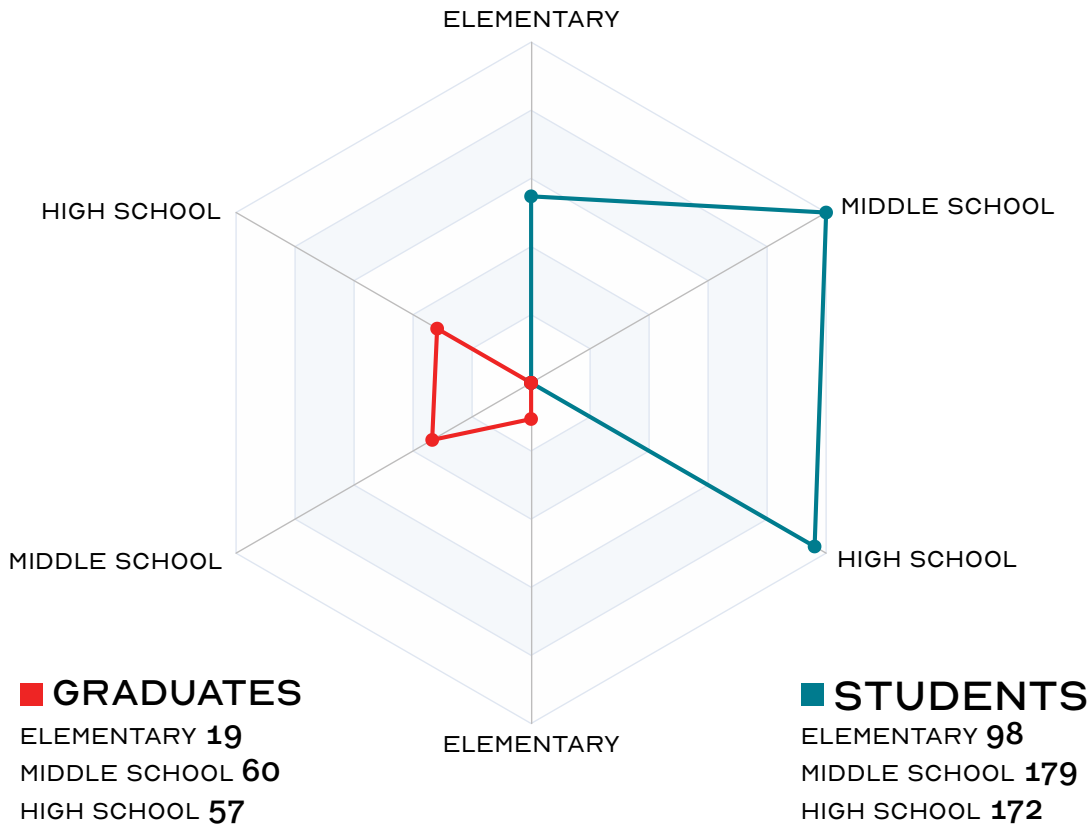
We are convinced that the young people who attend our classrooms come out with the skill set that Mexico needs. However, we believe that more young people still need to be prepared. That is the idea behind the campaign named **Inspire Leaders. A bet on Mexico.**



Colegio Montefalco

This institution aims to offer education to **girls and young female students** with limited resources, equipping them with the tools necessary to improve both their quality of life and that of their families.

TOTAL STUDENTS
449



POSITIVE OUTCOMES

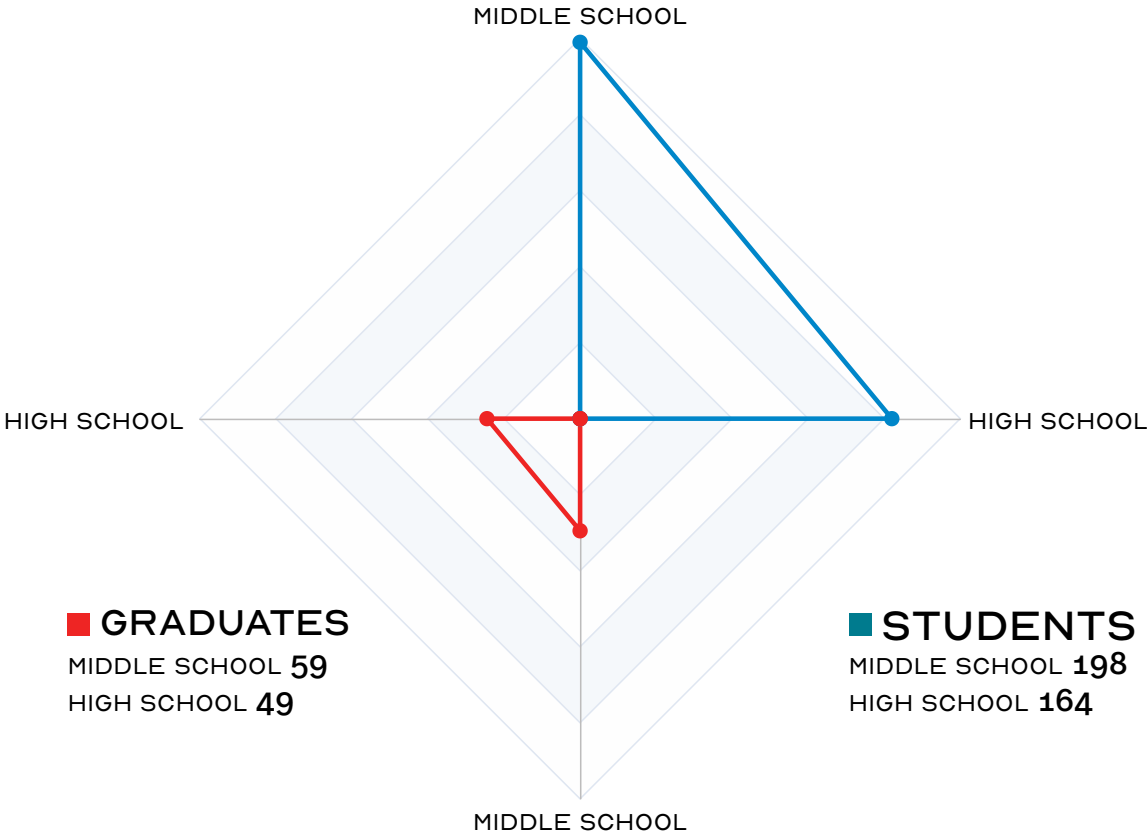
- **80% of families** participate in the school for parents.
- High school students from Montefalco achieved high scores on the College Board test in **mathematics** and **English**, ranking **third** out of 120 institutions.
- **95% of girls** graduating from high school will pursue a **professional career**.
- They won **third place in the state basketball** tournament and second place in the state National Anthem competition.
- In elementary and middle school, we transitioned to a **project-based learning model**, replacing traditional homework assignments.

THROUGH
COLLABORATION
AND **LEADERSHIP**,
WE CAN BRING
ABOUT
MEANINGFUL
CHANGE IN OUR
COMMUNITY.

Fundación El Peñón

It offers high-quality secondary and high school education, with an emphasis on integral development. For more than 60 years, Fundación El Peñón and Colegio Montefalco have been committed to promoting education in Mexico and, consequently, to the development of our country by educating well-rounded men and women through a **high-quality educational system** based on values and personalized attention.

TOTAL STUDENTS
362



POSITIVE OUTCOMES

- On the **CENEVAL** Advanced High School exam, **74.3%** of students **ranked at the highest level**, surpassing last year's results by 21%.
- On the College Board **mathematics** test, they received a **score of 667**, with the participation of about 120 institutions in Latin America.

WE ARE CONVINCED THAT **THE YOUNG PEOPLE WHO COME INTO OUR CLASSROOMS GRADUATE WITH THE SKILL SET THAT MEXICO NEEDS.**

Events

→ IPADE INVITATIONAL GOLF TOURNAMENT

An annual event organized by IPADE Business School. With 18 highly successful editions, it has established itself as a major **charity event**, bringing together **IPADE's community of participants and alumni** for a day dedicated to socializing and playing games. The primary objective of the tournament is to support the

El **Peñón I.A.P. Foundation**, an educational institution that provides education to young people from rural communities in Morelos and Puebla. The funds raised are used to finance scholarships and educational programs, providing students with the tools they need to build a bright future.

FEATURED GUESTS	COMPANY	POSITION
José Medina Mora	CompuSoluciones	National President of Coparmex
Eduardo Medina Mora	CompuSoluciones	
Víctor Manuel Lachica Bravo	Cushman and Wakefield	President and CEO
Javier Ruíz Hernández	Xweb	CEO
Sebastián Casanova	Lincoln México LATAM	CEO



→ 2024 MONTEFALCO FUNDRAISING CAMPAIGN

The initiative aimed to **improve educational quality** and optimize the school's facilities and programs.

- 1. For six weeks, **80 volunteers** set out to raise funds to provide **scholarships for girls**.
- 2. Weekly meetings were held at La Hacienda de los Morales, where the progress of the campaign was presented over morning breakfast meetings. The result was remarkable: enough money was raised to award **scholarships to more than 90 girls** annually, ensuring their access to quality education.

FEATURED GUESTS	COMPANY	POSITION
José Antonio Lozano Díez	Universidad Panamericana - IPADE	Chairman of the Governing Board
Teresa Gutiérrez Smith	Tesla	Country Manager
Javier Ruíz Hernández	Xweb	CEO
Víctor Manuel Lachica Bravo	Cushman and Wakefield	President and CEO
José Ramón Narro Robles		Former Secretary of Health - Mexico

→ SOCIAL RESPONSIBILITY (INTERNAL)

- Nom035. Result: Psychosocial risk level from “Medium” to “Low”
- Equal Pay Project
- Team-building activities and training programs for all staff
- IPADE Day at Fundación El Peñón
- IPADE Tournament – IPADE Cup
- Retirement advice sessions
- Medium-level medical expense insurance
- Two transportation routes in Mexico City and one route in Guadalajara for staff

→ SOCIAL RESPONSIBILITY (EXTERNAL)

- Launch of the Social Responsibility Research Center
- Partnerships: Research project. Dr. Simi Foundation
- Cross-disciplinary academic production. Impact assessment of the Ophthalmology Institute. EE and CIRES
- Listing on the Positive Impact Rating
- First carbon footprint report

→ SCHOLARSHIP *INSPIRE LEADERS. A BET ON MEXICO*

TOTAL STUDENTS	FULL-TIME MBA (MEDE)	GRADUATING STUDENTS
15	15	Their graduation will take place in the summer of 2025 .

POSITIVE OUTCOMES

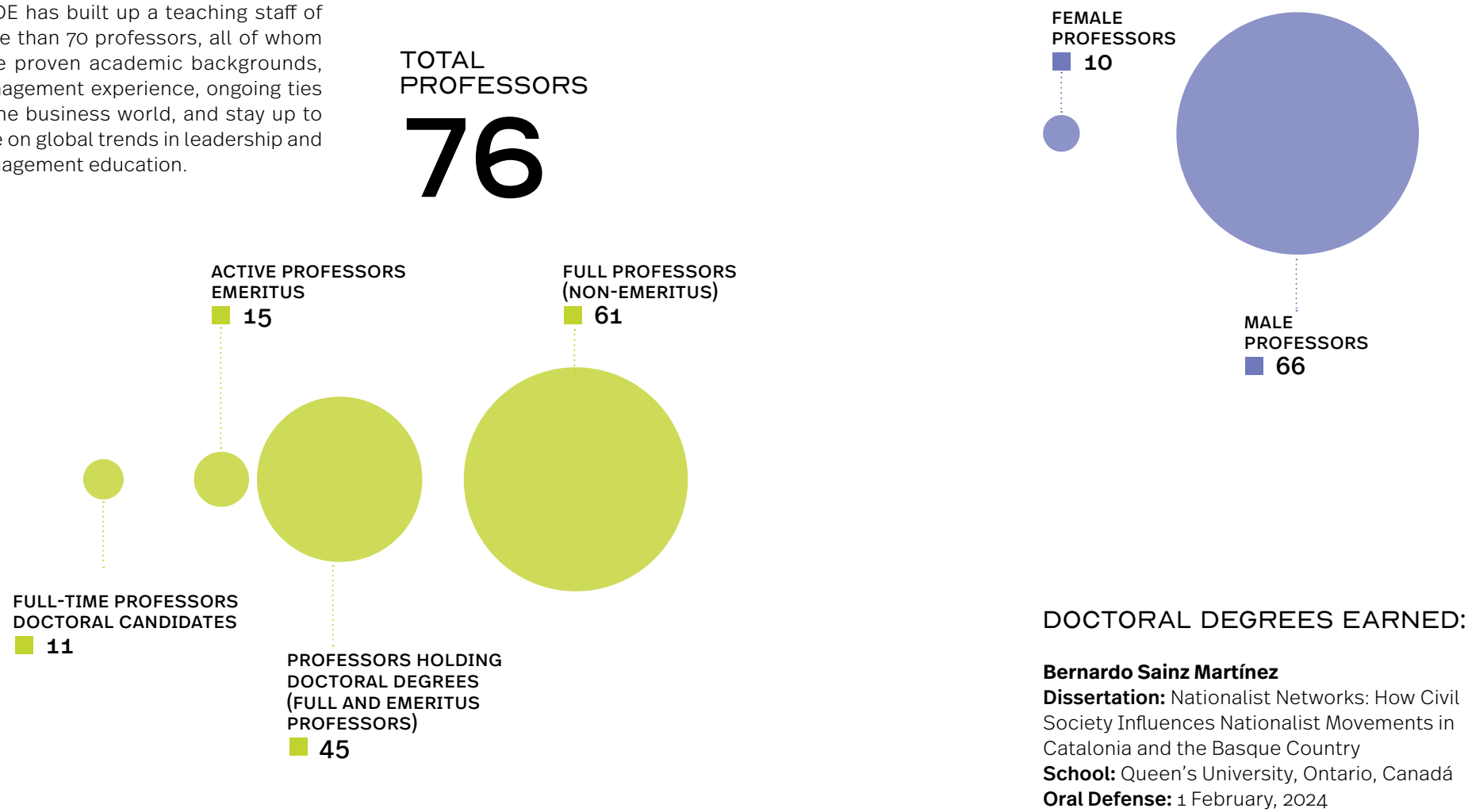
- After an **intensive fundraising campaign**, we were able to bring together the **first generation** of scholarship recipients of *Inspire Leaders. A Bet on Mexico*, for the **2023-2025** academic cycle.
- A series of events was held to present the **2023 Report on Inspire Leaders. A Bet on Mexico**, to keep our donor community up to date and show our appreciation. (IPADE MTY /22 November, 2023); (IPADE CDMX / 29 November, 2023); (IPADE GDL /5 March, 2024).
- The **2024 Call for Applications** was held to select the second generation of scholarship recipients of *Inspire Leaders. A Bet on Mexico*, who will study the **MEDE program in 2024–2026**, along with the fundraising campaign needed to make the scholarships possible.

Launch of CIRES.



FACULTY

IPADE has built up a teaching staff of more than 70 professors, all of whom have proven academic backgrounds, management experience, ongoing ties to the business world, and stay up to date on global trends in leadership and management education.



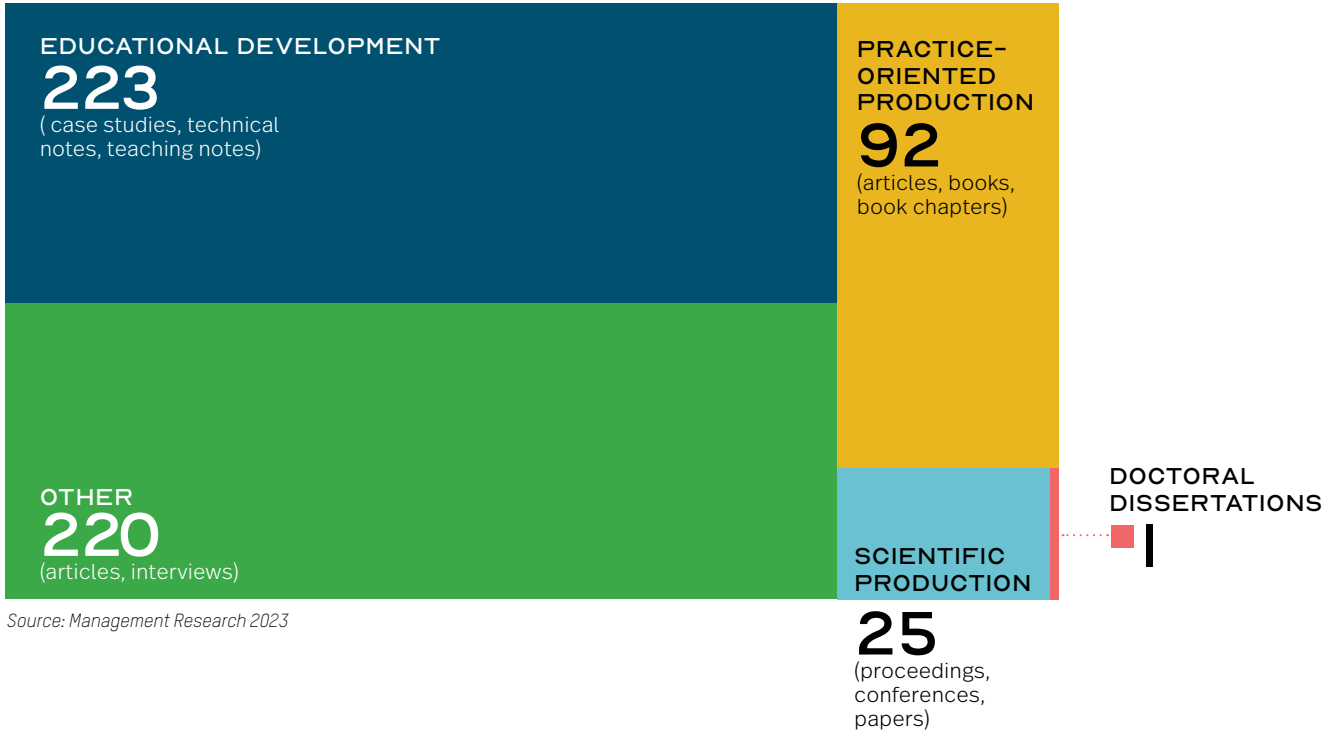
OUR **ACADEMIC FACULTY**, LECTURERS, AND MANAGEMENT STAFF HAVE **PROVEN ACADEMIC BACKGROUNDS**, MANAGEMENT **EXPERIENCE**, AND CONTINUOUSLY **UPDATE** THEIR KNOWLEDGE, MAKING AN **IMPORTANT DIFFERENCE**.



Intellectual contributions

TOTAL

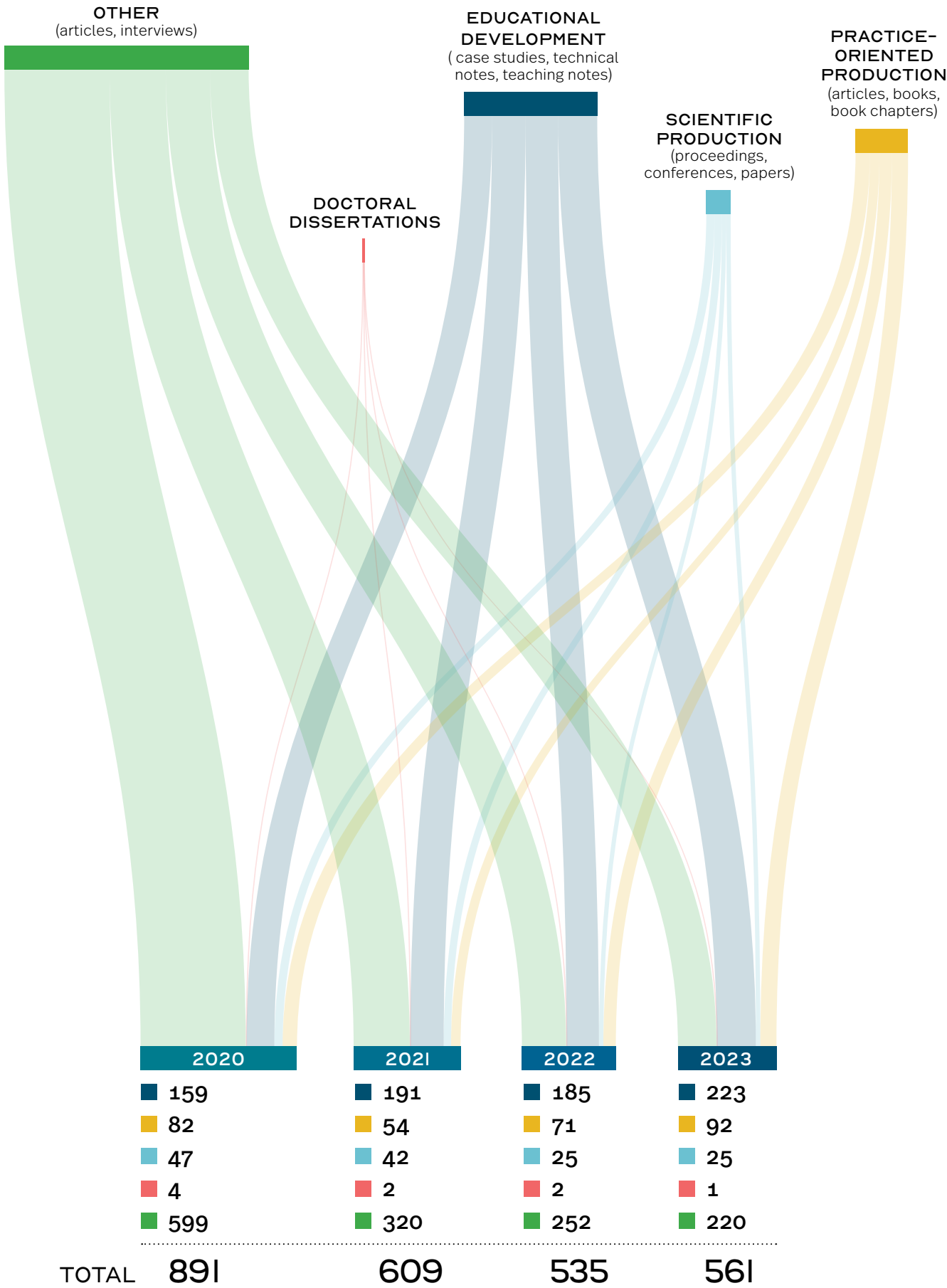
561



Source: Management Research 2023



2020-2023 COMPARATIVE ANALYSIS



Centers

RESEARCH

IPADE has established Research Centers with the aim of promoting analysis, interdisciplinary dialogue, and knowledge generation on relevant and fundamental topics in business and management.

→ RESEARCH CENTER FOR WOMEN IN SENIOR MANAGEMENT (CIMAD)

The Research Center for Women in Senior Management is a leading authority on questions concerning women on boards of directors, high-impact female entrepreneurs, strategies for promoting and including female talent in organizations, and creating cultures and environments to promote complementarity between women and men.

RESEARCH PROJECTS

7

AUTHOR

1

Burnout Effect on Working Mothers in Leadership Positions during the COVID-19 Lockdown.	Yvette Mucharraz y Cano
A Great Challenge for Executive Mothers, Working from Home, Undertaking Others Duties and Burnout Resilience During the COVID-19 Pandemic.	Yvette Mucharraz y Cano
Exploring Causes and Mitigating Factors on Parental Burnout.	Yvette Mucharraz y Cano
Audio case titled: “Everything changed in an instant: the story of Jaqueline Pulido.”	Yvette Mucharraz y Cano
Article: “Disability: The Invisible Quest for Acceptance”. Presented at the European Academy of Management academic conference, June 25-28, in Bath, England.	Yvette Mucharraz y Cano
Artcle: “Yes, we comply, but do we include? The employment disability challenge”.	Yvette Mucharraz y Cano
Article: “Burnout Resilience in the Face of the COVID-19 Pandemic”, en el Journal TEC Empresarial con nivel Q3.	Yvette Mucharraz y Cano

→ RESEARCH CENTER FOR FAMILY BUSINESSES (CIFEM | BBVA)

It studies the most relevant challenges and questions affecting your family business in a completely private setting.

RESEARCH PROJECTS

6

AUTHORS

6

Nivel de Progreso de las Empresas Familiares para Lograr su Continuidad y Armonía (Progress Made by Family Businesses in Achieving Continuity and Harmony).	Alfonso Bolio Arciniega and Ricardo Aparicio Castillo
CIFEM Advisory Service BBVA.	Fernada Canale Segovia and Ricardo Aparicio Castillo
Alltech: Gestionando la sucesión en una empresa familiar (Alltech: Managing succession in a family business).	Alberto Ibarra Garza and Fernanda Canale Segovia
Unlocking legacy – The path to superior growth in family businesses. STEP Global Consortium. IPADE participated as an Affiliate.	Fernanda Canale Segovia and Ricardo Aparicio Castillo
Family influence on ambidexterity in low institutional quality contexts: The mediating role of dynamic capabilities.	Fernanda Canale, Bart Cambre and Eddy Laveren
Why Founders Can Not Leave Their Company? A Mexican Perspective.	Ricardo Aparicio Castillo

“THE COLLOQUIUM FOR **ENTREPRENEUR FAMILIES** AIMS TO CREATE AN ATMOSPHERE OF OPEN AND IN-DEPTH DIALOGUE THAT ALLOWS EACH FAMILY TO EXAMINE AND ASSESS THE CURRENT SITUATION OF THEIR **BUSINESS AND THEIR FAMILY.**”

RICARDO APARICIO CASTILLO, DIRECTOR OF THE RESEARCH CENTER FOR FAMILY BUSINESSES (CIFEM | BBVA)

→ RESEARCH CENTER FOR SOCIAL RESPONSIBILITY (CIRES)

Created to promote strategies for inclusive growth and social responsibility based on rigorous, wide-ranging research.

RESEARCH PROJECTS	AUTHORS
6	2
Pavo Down	Ana Cristina Dahik, Daniela Gallegos
Yomol A'tel	Ana Cristina Dahik, Daniela Gallegos
Baaxal	Ana Cristina Dahik, Daniela Gallegos
Centro Ecoturístico Río San Jose	Ana Cristina Dahik, Daniela Gallegos
Granja Apampilco	Ana Cristina Dahik, Daniela Gallegos
Miel del Jardín	Ana Cristina Dahik, Daniela Gallegos

→ RESEARCH CENTER FOR PHILOSOPHY AND BUSINESS (CIFE)

CIFE is dedicated to generating and sharing original content that promotes spaces for dialogue and cooperation with key actors in every discipline. It also seeks to encourage closer collaboration between different areas of study through joint projects with various academic departments and IPADE's research centers.

RESEARCH PROJECTS	AUTHOR
8	1
El atractivo del mal. (The allure of evil)	Alejandro Armenta Pico
El anhelo de bien. (The longing for good)	Alejandro Armenta Pico
El misterio de la Redención. (The mystery of Redemption)	Alejandro Armenta Pico
Antropología del cansancio psíquico. (Anthropology of mental fatigue)	Alejandro Armenta Pico
Antropología del descanso. (Anthropology of rest)	Alejandro Armenta Pico
Antropología de las emociones. (Anthropology of emotions)	Alejandro Armenta Pico
La encrucijada del atardecer de la vida. (The crossroads at the twilight of life)	Alejandro Armenta Pico
Persona y sistema. (Person and system)	Alejandro Armenta Pico

→ RESEARCH CENTER FOR BUSINESS ENTREPRENEURIAL INITIATIVE (CIIE)

CIIE's work and research focus on the nature and characteristics of the work done by that social agent known as entrepreneur. Through analysis and in-depth discussion of entrepreneurship and the work of entrepreneurs—the driving force behind economic and social life—the center seeks to shed light on and provide answers to the realities of a challenging and changing environment.

RESEARCH PROJECTS	AUTHORS
21	3
4S Real Estate: Solidifying a global business project	Luis Antonio Paredes Izaguirre
Teaching Note 4S Real Estate: Consolidando un proyecto empresarial global TN.	Luis Antonio Paredes Izaguirre
Professional structure and business growth	Luis Antonio Paredes Izaguirre
Digital technologies and their impact on business growth	Luis Antonio Paredes Izaguirre
Kigo- Parkimovil.	Luis Antonio Paredes Izaguirre
Teaching Note Kigo- Parkimovil.	Luis Antonio Paredes Izaguirre
Mergers and acquisitions for business growth	Luis Antonio Paredes Izaguirre
Entrepreneurship in the medical industry, parts A through E	Luis Antonio Paredes Izaguirre
Relevant terms for those involved in venture capital ecosystems	Luis Antonio Paredes Izaguirre
Sharing Economy (clothing rental models) in the Journal of Retailing and Consumer Services.	Silvia Cacho-Elizondo
Balancing student choice and university policies: implications for mental health during COVID - 19 pandemic.	Asghar Afshar Jahanshahi
Dark Personality and Intention to Become a Social Entrepreneur and Unlocking the Link Between Low Emission Supply Chains, Blockchain Adoption.	Asghar Afshar Jahanshahi
Financial Success: The Payoff of Socially Responsible Practices in Supply Chains	Asghar Afshar Jahanshahi
Teaching Note Entrepreneurship in the Medical Industry	Luis Antonio Paredes Izaguirre
Book Chapter: Revolutionizing Language Learning Beyond Tradition in Business Education 4.0: Artificial Intelligence-Driven Language Learning towards English Proficiency	Asghar Afshar Jahanshahi
Grupo Ben-Ci (A) and (B).	Luis Antonio Paredes Izaguirre
Teaching Note: Grupo Ben-Ci.	Luis Antonio Paredes Izaguirre
Link4 Campus	Luis Antonio Paredes Izaguirre
Greet	Luis Antonio Paredes Izaguirre
Otazu	Luis Antonio Paredes Izaguirre
White Paper: Strategy as practice	Luis Antonio Paredes Izaguirre

Office

INTERNATIONAL

Esta se encarga de promover y fortalecer la presencia de IPADE a nivel global, posicionándolo entre las principales escuelas de negocios. Su labor se centra en resaltar el enfoque humanista de la institución, fomentar la colaboración con otras escuelas y enriquecer la experiencia internacional de estudiantes y profesores. Su objetivo principal es crear alianzas y acuerdos estratégicos que apoyen la proyección internacional de IPADE y respondan a sus necesidades de globalización.

Kellogg School of Management,
Northwestern University



Partnerships with
foreign institutions

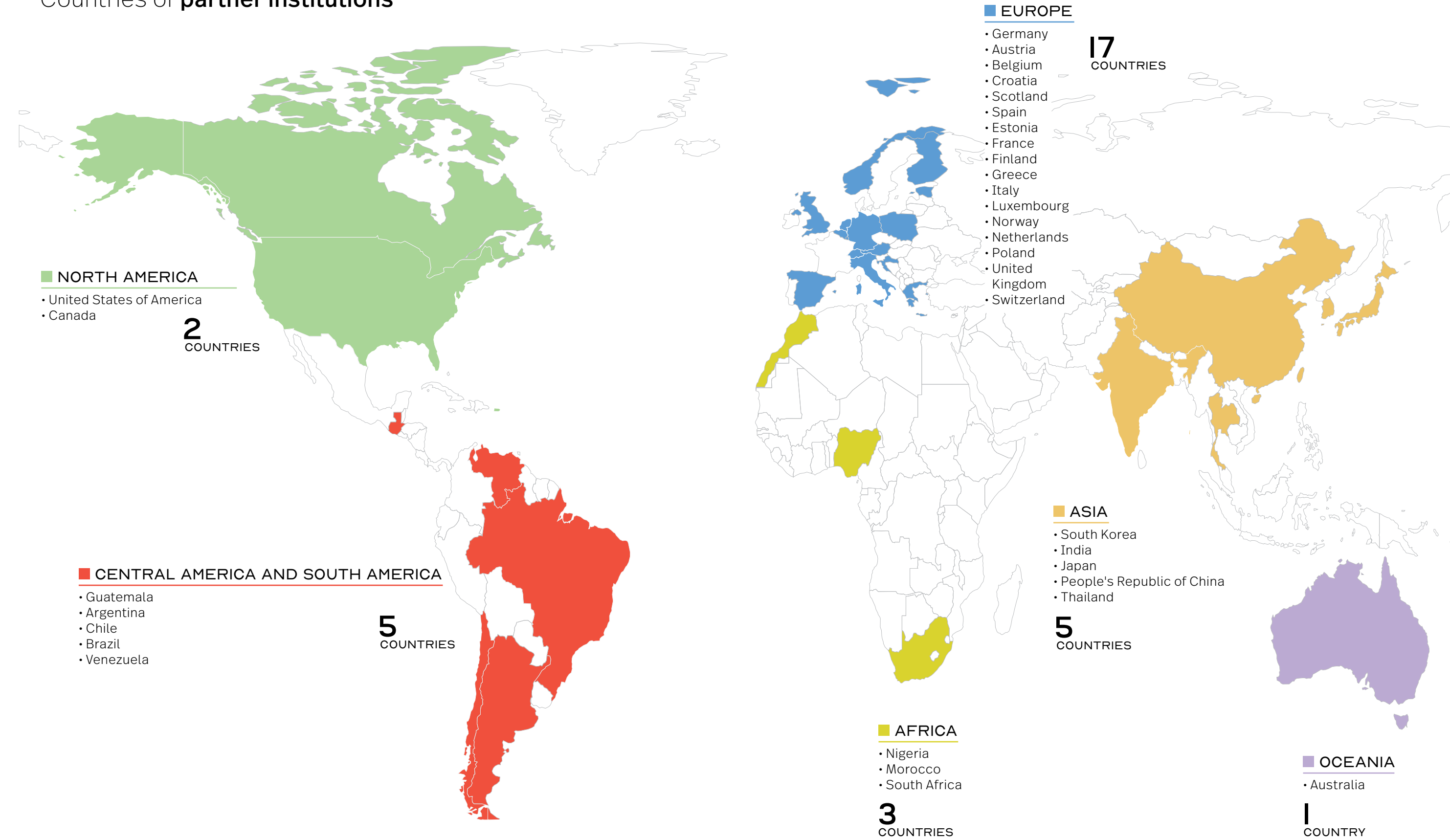
AUGUST 2023 — JULY 2024

1. A.B. Freeman School of Business, Tulane University
2. Aalto University Executive Education
3. ALBA Graduate Business School
4. Audencia Business School
5. Birmingham Business School, The University of Birmingham
6. CEIBS China Europe International Business School
7. CEU - Department of Economics and Business
8. CKGSB - Cheung Kong Graduate School of Business
9. Coggin College of Business, University of North Florida
10. COX School of Business, Southern Methodist University
11. Darden School of Business, University of Virginia
12. EBS University
13. EDHEC Business School
14. EMLYON Business School
15. Escuela de Administración Pontificia Universidad Católica de Chile- PUC
16. ESCA Ecole de Management
17. ESSEC Business School
18. FEN Facultad de Negocios y Economía, Universidad de Chile
19. FIA - Fundação Instituto de Administração
20. George Washington University School of Business
21. Emory University's, Goizueta Business School
22. Goodman School of Business
23. Gordon Institute of Business and Science
24. Guanghua School of Management, Peking University
25. Haas School of Business, University of California Berkeley
26. Hanken School of Economics
27. Haskayne School of Business, University of Calgary
28. HKBU School of Business, Hong Kong Baptist University
29. HKUST Business School, Hong Kong
30. IAE Business School, Argentina
31. IESA - Instituto de Estudios Superiores de Administración
32. IESE Business School
33. IMT- Institut Mines-Télécom Business School
34. Indian Institute of Management Bangalore
35. Indian Institute of Management Raipur
36. Indian School of Business
37. Instituto COPPEAD de Administração/UFRJ
38. Jones Graduate School of Business, Rice University
39. KEDGE Business School
40. Kellogg School of Management, Northwestern University
41. Kühne Logistics University, The KLU
42. Kenneth Levene Graduate School of Business, University of Regina
43. Lagos Business School, Pan-Atlantic University (Africa)
44. Laval Faculty of Business Administration, Université Laval
45. London Business School
46. LUISS Business School
47. Luxembourg School of Business
48. Management Centre Innsbruck - MCI Innsbruck
49. Mannheim Business School, University of Mannheim
50. McCombs School of Business, The University of Texas at Austin
51. MGSM Graduate School of Management, Macquarie University
52. Montpellier Business School
53. Neoma Business School
54. NHH - Norwegian School of Economics
55. NUCB Graduate School, Nagoya University of Commerce and Business
56. Nyenrode Business Universiteit
57. Politecnico di Milano Graduate School of Business- Polimi
58. Poznań University of Economics and Business
59. Sasin School of Management, Chulalongkorn University
60. Simon Graduate Business School, University of Rochester
61. Smith School of Business, Queen's University
62. Solvay Brussels School of Economics and Management
63. St. Gallen University School of Management
64. Stern School of Business- NYU
65. Tallinn School of Economics and Business Administration, Tallinn University of Technology
66. Tuck School of Business, Dartmouth College
67. Umeå School of Business and Economics, Umeå University-USBE
68. UNC Kenan-Flagler Business School, University of North Carolina
69. UNIS Business School
70. Università Bocconi Graduate School
71. University of Edinburgh Business School
72. University of Wollongong Faculty of Business
73. Warwick Business School
74. Yonsei University School of Business
75. Zagreb School of Economics and Management – ZSEM

INSTITUTIONS

75

Countries of **partner institutions**



THE **PRIMARY OBJECTIVE** IS TO CREATE STRATEGIC **ALLIANCES AND AGREEMENTS** TO ENHANCE IPADE'S **INTERNATIONAL** OUTREACH.

TOTAL COUNTRIES
33

Guests

FUTURE

Yami Hagg	Digital Transformation and Cibersecurity Lead LATAM	Mondelēz
Irene Espinosa Cantellano	Sub Governor of the Central Bank of Mexico	The Central Bank of Mexico
Joshua Henderson	Global Product Development	Colgate
Sofia Ize Ludlow	Director of Fundación BBVA	BBVA
Marco García	Head of Digital Transformation Cinépolis	Cinépolis
Alberto de Armas	VP of RH	CEMEX
Bernardo Miguel Aramburu Argandar	General Manager - Las Cervezas Modelo del Altiplano	Grupo Modelo
Daniel Autrique	Co- Founder	Prima.ai
Jorge Gutiérrez Luthe	Chief of Staff	Google
Nazareth Black	CEO	Zacua México
Francisco Ayala	Founder	Huerto Roma Verde
Alejandro Kasuga	Former CEO	Yakult
Efraín Mendicuti	Head of Global Business Solutions	Tik Tok
Braulio Arsuaga	CEO	Grupo Presidente
Mario Alberto Martínez Carbajal	Chief Commercial Officer	J&J Janssen
Mariano Perotti	CEO	Diageo
Julio Ordaz	General Manager e Country President Mexico	AstraZeneca
Eduardo García	General Manager LATAM	McCormick
José Manuel Arana	CEO	NADRO
Arun “Rak” Ramchandran	Global Head	Hexaware
Kenneth Campbell	CEO	L’Oréal México
Valney Suzuki	VP e General Manager	Novo Nordisk
Luis Hernández	CEO	ACTINVER

Braulio Arsuaga, Grupo Presidente.



Sofia Ize Ludlow, BBVA.



Irene Espinosa Cantellano, Banco de México.



Aurelio Pérez	Deputy Chief Executive Officer	ADO
Paulo Alves	CEO	Barna Business School
José Medina Mora Icaza	President of COPARMEX Nacional	COPARMEX
Enrique Majós	CEO	Genera
José Enrique Alba Carcelén	CEO	Iberdrola
Federico Toussaint	Chairman of the Board	Lamosa
Gilberto Maldonado	CEO	Peñafiel
Albert Figueras	CEO	Banco Sabadell México
Guillermo Valls Esponda	Presiding Judge	Federal Administrative Court
Lorenzo Dominique Berho Carranza	Director General	Vesta
Marc Martínez	CEO	Zurich México
Andrés Martínez	CEO	Mundo Imáyina
Francisco Xavier Velasco Tajonar	Manager Director	Accenture
Isidoro Massri	CEO	JAC México
Samuel Kalisch Valdez +	Founder	Kalich Acero
Cecilia Herrera	Chairperson of the Board	XIGNUX
Dan Defossey	CEO	Grupo Chilango Gringo

José Medina Mora Icaza, COPARMEX.



Albert Figueras, Banco Sabadell México.



Mariano Perotti, Diageo.

Efraín Mendicuti, Tik Tok.



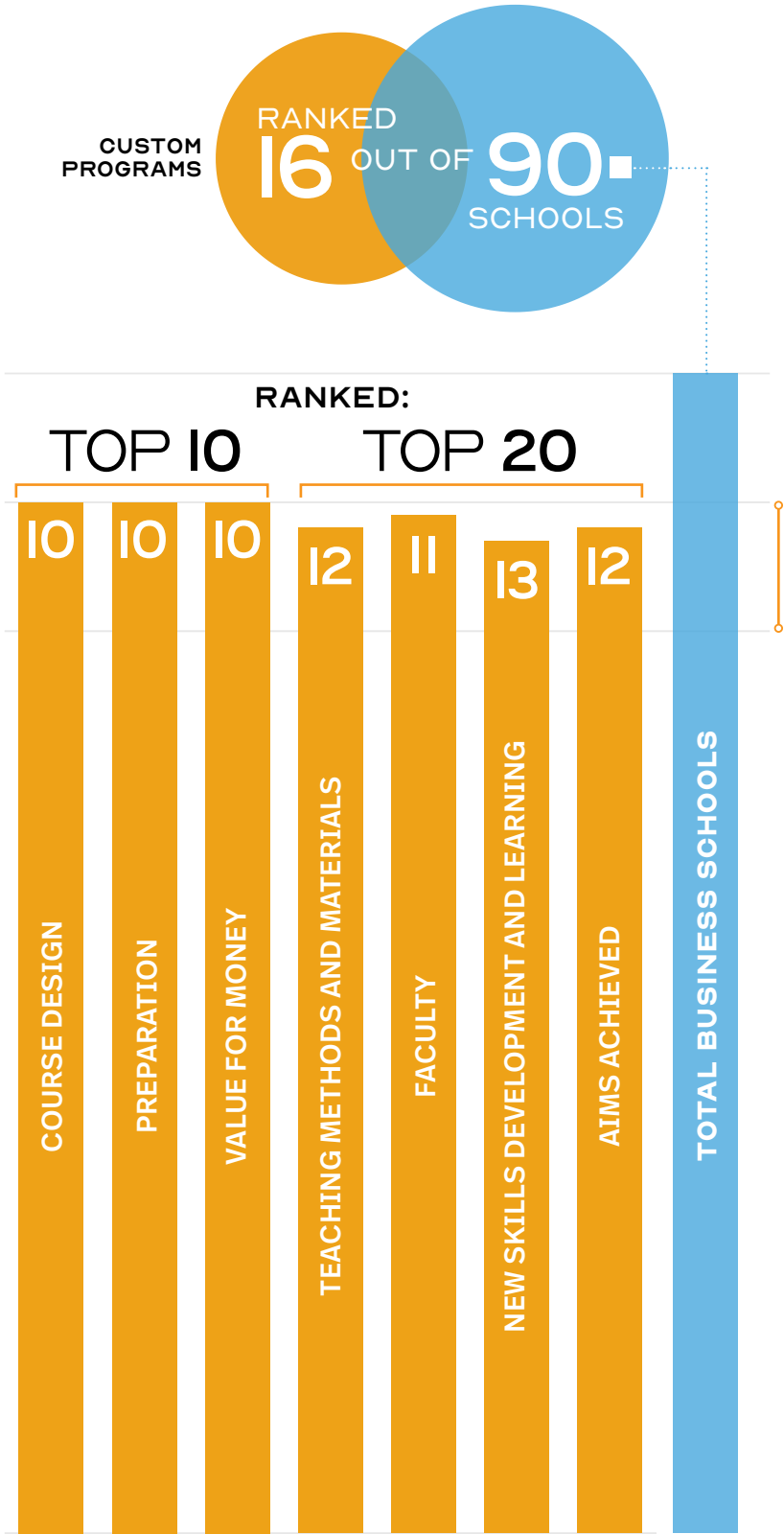
Óscar Diddier Gil Garagarza	President	KWM Kenworth Monterrey
Marcus Dantus	Entrepreneur and Venture Capitalist	Startup México
Fernando Petersen Aranguren	Secretary of Health	State Government of Jalisco
Juan Carlos Flores Miramontes	Secretary of Education	State Government of Jalisco
Alfonso Pompa Padilla	Secretary of Innovation, Science, and Technology	State Government of Jalisco

ACCREDITATIONS

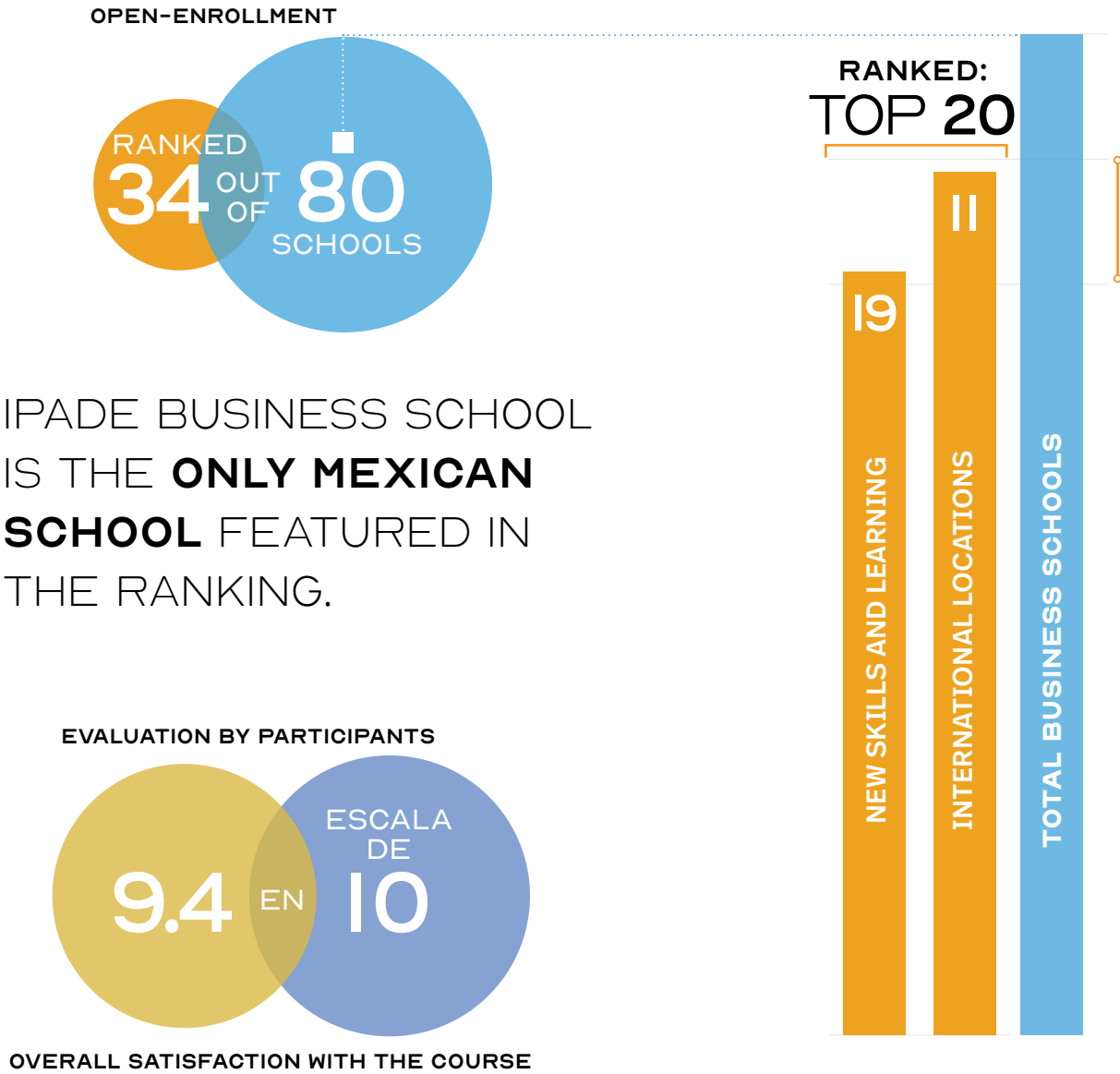
Rankings and

IPADE Business School is the only Mexican school featured in the ranking, demonstrating its position as a leader in executive education in the region and its commitment to training world-class business leaders.

Financial Times Custom Executive Education 2024 ranking



Financial Times Open-enrollment Executive Education 2024 ranking



Accreditations

We hold the “triple crown,” placing us among the select 1% of global institutions that hold **EQUIS, AMBA, and AACSB** International accreditations, certifying our quality as an international business school and the excellence of our **MBA programs**.

-  The Association to Advance Collegiate Schools of Business (AACSB)
-  Association of MBAs (AMBA)
-  EFMD Quality Improvement System (EQUIS)

LEARNING

Department of Innovation and (DIA)

Aiming to serve the needs of participants, ensure the global competitiveness of programs, and offer innovative and up-to-date academic content and experiences, the Department of Innovation and Learning (DIA) regularly and methodically designs new programs, redesigns existing ones, and integrates teaching and learning technologies and methodologies.



Featured projects:

→ Digital Modernization Program in collaboration with Accenture

In a joint effort with Accenture, two projects were undertaken as part of the Digital Modernization Program:

► IPADE DAY

Building on the **IMPULSE** project from the previous cycle, this project was launched to identify the ideal platforms for IPADE.

The selected platforms were:

- Workday (ERP)
- Ellucian's Banner (SIS)
- Acquia (DXP)
- Microsoft's Azure (integrating platform)

► PHASE 0 OF THE DIGITAL MODERNIZATION PROGRAM

Phase 0 was aimed at laying the groundwork for the implementation of the digital modernization program by 2025. During this phase, five key initiatives were implemented to move forward toward the goals set for IPADE's digital future.

- Creation of the PMO
- Creation of the processes office
- Creation of the change management office
- Definition of the data strategy
- Implementation of the integrating platform

IMPULSE Project



→ Redesign of Senior Management programs

IPADE's General Management Program, part of the Senior Management Programs portfolio since 1967, continues to be a strategic and fundamental component of IPADE. Deeply rooted in IPADE's structure, its relevance will continue to be a central pillar of IPADE's mission.

The redesign of this program is intended to meet several **OBJECTIVES**:

- I. Ensure relevance for the business community in Mexico, maintaining alignment with the needs of today's business landscape.
- II. Drive innovation within the program to ensure participants are provided with cutting-edge training.
- III. Maintain the academic excellence that distinguishes IPADE, ensuring a level of academic rigor that will promote the development and transformation of participants.
- IV. Increase commitment among business leaders, encouraging them to become a more reflective version of themselves so that they can have a more beneficial impact on the business ecosystem and society.

The new design includes a series of **7 COMPONENTS** to enrich participants' experience:

- **Lore App.** An application that supports learning by making it easier to read the study material beforehand.
- **Manager – Company Reflection Journal.** A space to encourage active recollection of the program's lessons and reflections, promoting introspection and continuous improvement.
- **Networking Intersede.** A virtual meeting intended to create connections between business leaders from across the country, strengthening IPADE's network of contacts.
- **Professional Coaching.** Personalized support for participants, helping them to cope with the transformation process induced by the program.
- **Peer Advisory Councils.** A peer learning methodology that simulates a corporate board, encouraging collaboration and the sharing of experiences.
- **Focus Week.** Participants can choose from a range of specialized courses that best suit their business and professional development needs.
- **Teamwork Question Guidelines.** Tools for structuring teamwork sessions under the case method.

IPADE'S **GENERAL MANAGEMENT PROGRAM**,
PART OF THE SENIOR **MANAGEMENT**
PROGRAMS PORTFOLIO SINCE **1967**,
CONTINUES TO BE A **STRATEGIC AND**
FUNDAMENTAL COMPONENT OF IPADE.



→ Introduction of educational technologies to enhance participants' learning experience

To enhance the learning experience for participants, various educational technologies were integrated into IPADE's programs. These tools contribute to optimizing the accessibility, personalization, and effectiveness of the learning process.

Lore App. A key tool to enhance learning by facilitating the reading of case studies. It was implemented in:

- **18 IPADE programs.**
- **500+ participants are using it**
- **Adoption rate above 80%**

Canvas. Our learning management platform has been enhanced to offer a more accessible and personalized experience for both participants and in-house users. A responsive design was created to ensure smoother use.

Rise. It is used in asynchronous courses in the Full-Time MBA program, in the onboarding process for Senior Management programs, and in the implementation of the 15 courses offered by the CIFEM-BBVA Advisory Service. It is also used in asynchronous courses in the TransformAD program, enhancing flexibility and accessibility in learning.

→ Introduction of new learning methodologies

As part of IPADE's efforts to enhance teaching and learning methodologies and offer participant-centered experiences, new methodologies were implemented across IPADE's portfolio of programs.

- **Professional Coaching in Senior Management and In-Company Programs**
451 PARTICIPANTS
- **Peer Advisory Councils in 17 Senior Management programs**
217 PARTICIPANTS

Manager – Company Reflection Journal
Implemented in **25 SENIOR MANAGEMENT PROGRAMS**

→ AI Literacy

The Artificial Intelligence literacy pilot program was carried out with participation from IPADE's teaching staff. As part of the program, use cases were generated to integrate AI tools into their teaching, learning, and research processes.

A first step is to recognize that AI will not replace the pedagogical processes that have distinguished our institution since its founding in 1967, nor the fundamental value of peer-to-peer discussion and socialization and the guidance offered by the Faculty in training business leaders.

We reaffirm our commitment to enhance the development of management skills and our academic community, always guided by the principles of responsibility and ethics and our mission to prepare leaders with a global vision, social responsibility, and Christian values, who are capable of transforming organizations and society.



AT IPADE, WE ARE CONVINCED THAT AI CAN ENHANCE ACADEMIC DISCUSSION, SOCIALIZATION, AND THE OVERALL **LEARNING EXPERIENCE**, BUT IT CANNOT REPLACE THEM IN ANY WAY.

Development

HUMAN

We strive to promote an integral development among our collaborators, participants, and alumni, encouraging personal transformation based on a transcendent vision of existence.

With our programs and activities, we aim to foster a continuous development process that seeks to nurture all aspects of the human being (professional, human, religious doctrine, spiritual, and apostolic) in order to promote personal fulfillment.



Personal **development** activities for the **IPADE Community**

THE IMAGE OF OUR LADY OF GUADALUPE

The Lady of Guadalupe event is unique in the world. The evangelization of Mexico and Latin America would be incomprehensible without it. It helps participants better understand their own identity by analyzing the authentic image of Our Lady of Guadalupe as a true codex.

64
PARTICIPANTS

ME + YOU = US

A methodology consisting of lectures, workshops, and couple dialogues.

56
PARTICIPANTS

PERSON AND IDENTITY

It encourages the search for effective strategies to achieve a harmonious and fulfilling personal, family, professional, and social life.

14
PARTICIPANTS

LOOKING UP: FAITH IN THE PRESENT TIME

Studying the moral, spiritual, and social aspects of human beings is of utmost importance to us. The methodology consists of lectures and discussion, with spiritual retreat courses and text analysis.

66
PARTICIPANTS

RETREATS FOR MEN

42
PARTICIPANTS

HAPPINESS AND SUFFERING: TWO SIDES OF THE SAME COIN

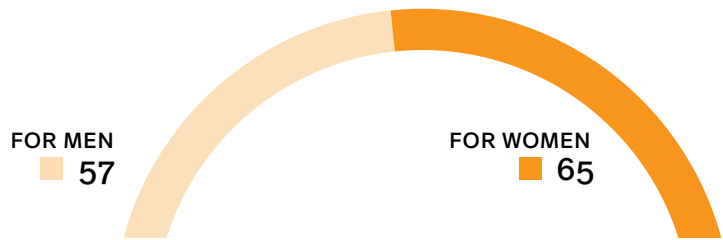
It explores emotional management to find peace and meaning in suffering and achieve a harmonious and fulfilling personal, family, professional, and social life.

36
PARTICIPANTS

RETREATS FOR WOMEN

28
PARTICIPANTS

GATHERINGS

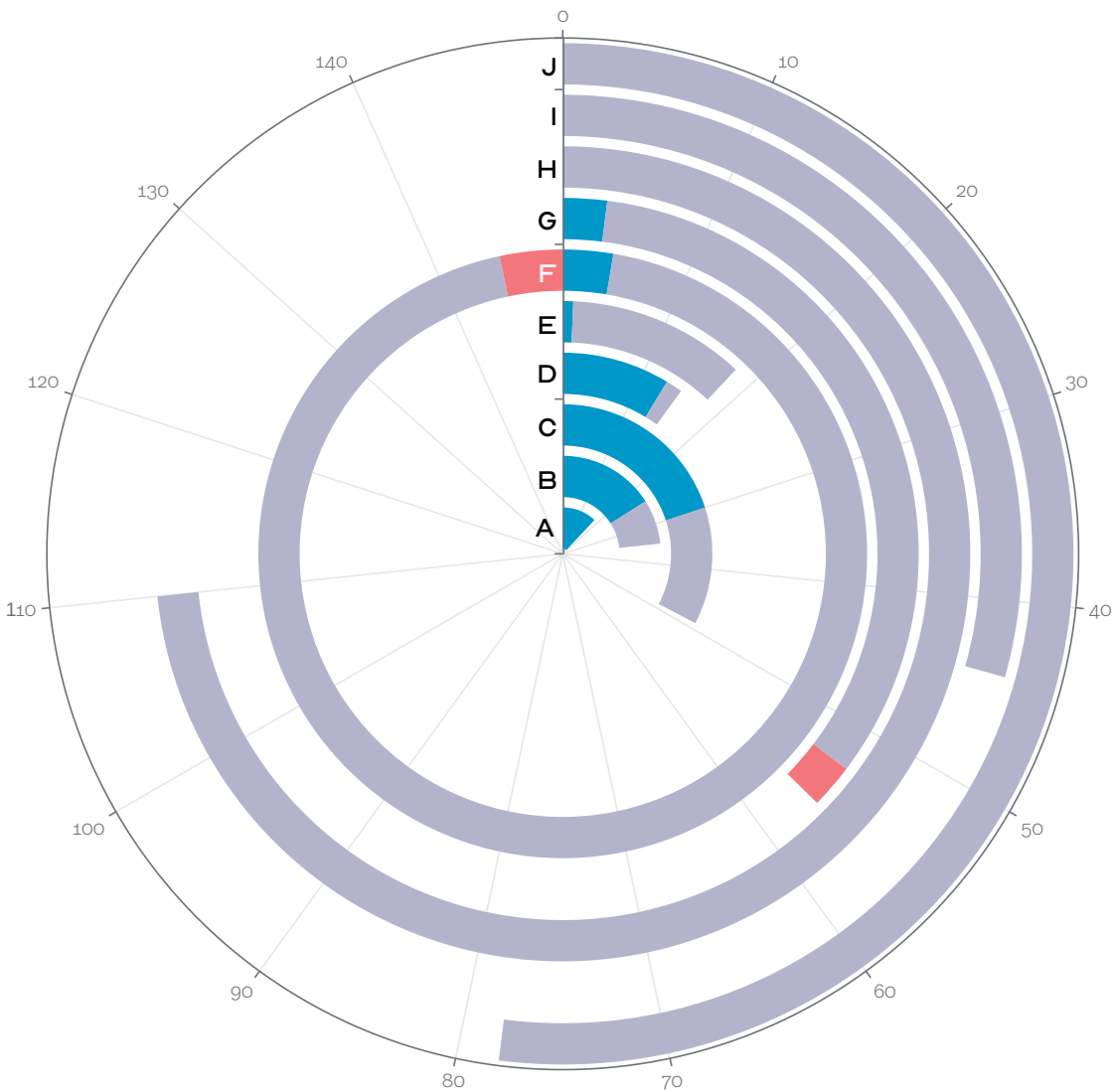
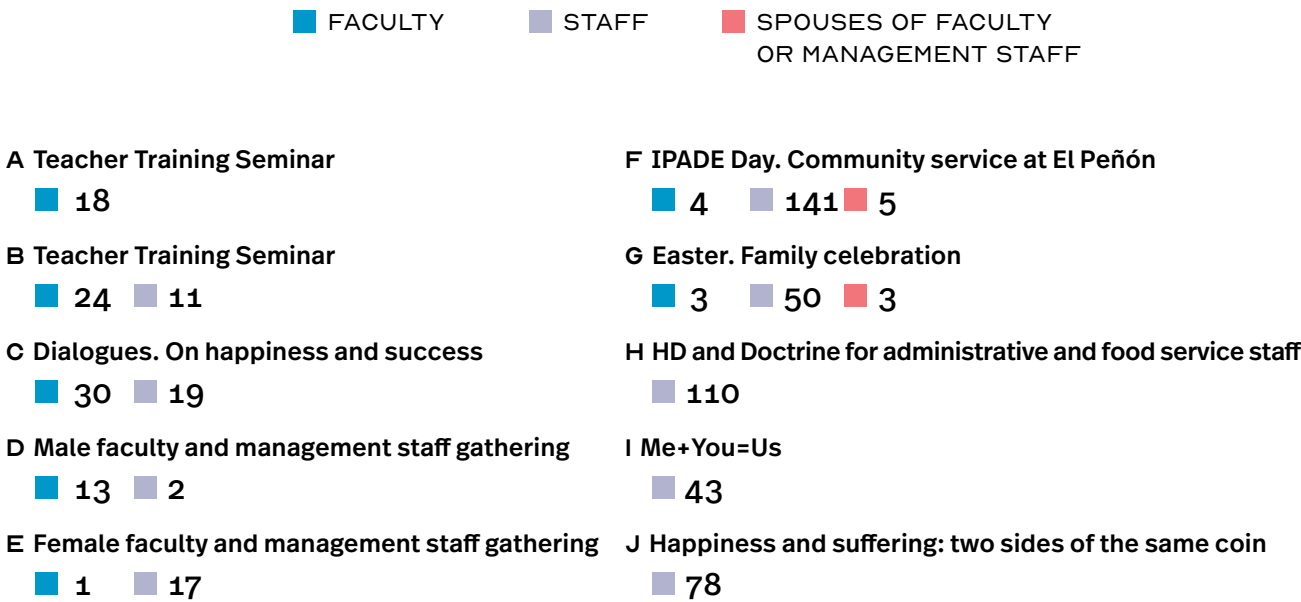


A **SUCCESSFUL PERSON'S EDUCATION**
GOES **BEYOND** ACQUIRING KNOWLEDGE AND
HONING SKILLS.



IPADE Day. Community service at El Peñón.

Courses for **IPADE staff**



LIAISON

Department of

At IPADE, we place the utmost importance on maintaining ongoing contact with our alumni, as they constitute the fundamental pillar of our business community, through the efforts of the Liaison office.

EXCELLENCE

Striving for excellence, we are committed to actively integrating the latest trends in leadership and management, fostering an environment that encourages continuous development of key skills in areas essential to business success.

STRATEGY

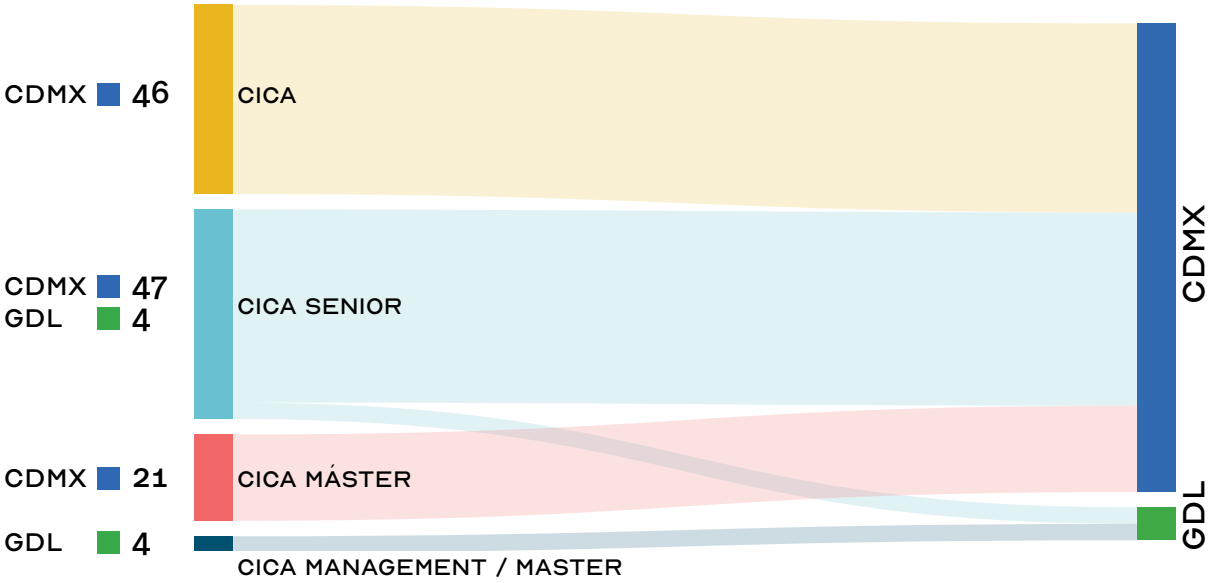
Our strategy not only allows us to remain at the forefront of a constantly evolving business environment, but also contributes effectively to the sustained growth of our alumni throughout their professional careers.



CICA (International Continuous Updating and Management Course)

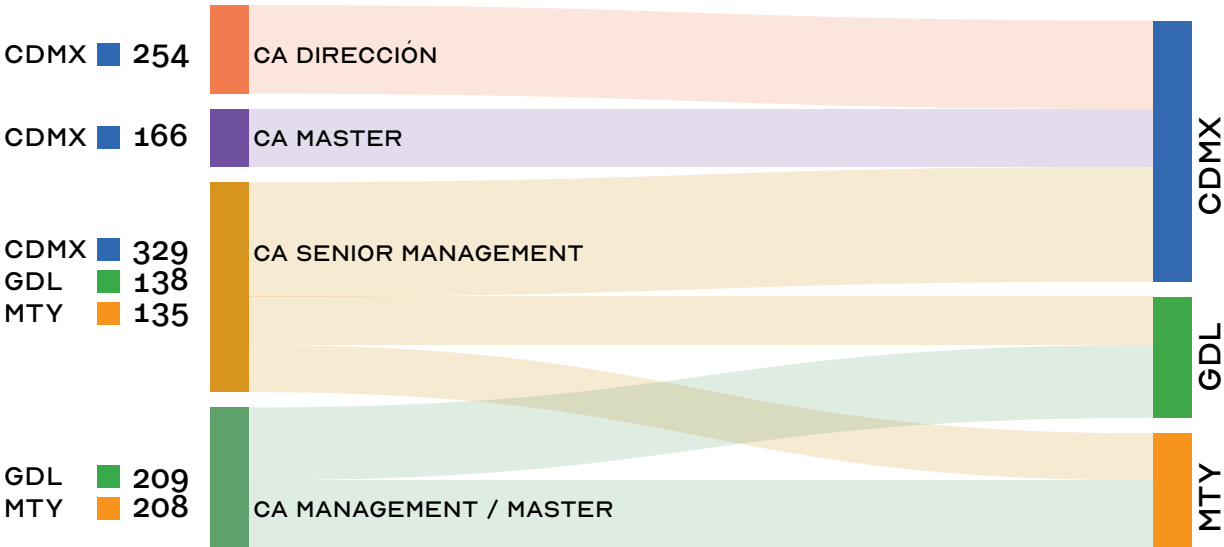
Over the course of a week, IPADE welcomes alumni and other business leaders and executives from across Mexico, Central America, and South America to participate in Case Method Sessions.

TOTAL PARTICIPANTS
122



Continuous Updating Management program (CA)

TOTAL PARTICIPANTS
1,439



CEO Lectures

Our strategy allows us to remain at the forefront of the business world and support the ongoing development of our alumni in their professional careers.

SPEAKERS:

- Oriol Bonaclocha**, CEO at Mondelēz.
- Chuck Robbins**, President and CEO at Cisco.
- Eduardo Silva**, CEO at GNP Seguros.

TOTAL
PARTICIPANTS

294

ONLINE SPEAKERS:

Richard Farr, CEO of Mobility at DiDi México and **Dr. Geoffrey Garrett**, Dean Professor at USC Marshall School of Business in Los Angeles, California.

“Michelangelo's Christian art and the meaning of Lent”
Attendees: **66** = 61 (in person) 5 (online)

“Trade relations between Mexico and India and investment opportunities in India”
Mr. Prasad Shinde, Second Secretary (Economy and Trade) of the Indian Embassy and **Ambassador Sharma**
Attendees: **55** (in person)

“The challenges of business leadership ahead of artificial intelligence”
Jorge Llaguno Sañudo
Attendees: **163** (online)

“ 2024-2030 Elections Analysis and Insights from the Business Sector”
Santiago Taboada, candidate for mayor of Mexico City
Attendees: **295** (in person)

Book launch: Strategic Service Management
Rodrigo Garza Burgos
Attendees: **73** (in person)

“Four days before the elections”
Rodrigo De León González
Attendees: **193** (in person)

“The Coming Six-Year Term: Initial Analysis and Outlook”
Rodrigo De León González, Héctor Zagal and **Alejandro Espinosa**
Attendees: **120** (in person)

“Corporate Purpose as a Lever for Humanizing Organizations”
Álvaro Lleó, Universidad de Navarra
Attendees: **50**

Extraordinary Sessions CDMX

These sessions are part of the Continuous and Updating Management Program to discuss relevant issues at both the national and international levels. In the past few years, IPADE has hosted various prominent figures and opinion leaders.

TOPICS AND SPEAKERS:

“The first of two major elections: electoral prospects for the Morena and Frente Amplio primaries”
Rodrigo De León
Attendees: **85** (in person)

“2024: Is there light at the end of the tunnel?”
José Carlos Rodríguez Pueblita
Attendees: **500** (online)

“The first of two major elections: electoral prospects for the Morena and Frente Amplio primaries” (session 2)
Rodrigo De León
Attendees: **69** (in person)

“Social impact, sustainability and conscious culture as company pillars”
Francine Katsoudas, Executive Vice President and Chief People, Policy, and Purpose Officer at Cisco
Attendees: **142** (in person)

TOTAL PARTICIPANTS

1,639 IN PERSON
723 ONLINE

“México 2023–2030 Challenges and Opportunities”
Mauricio Vila Dosal, Constitutional Governor of the State of Yucatán
Attendees: **146** (in person)

“Outlook for Mexico toward 2024”
José Antonio Meade Kuribreña, Board Member of HSBC and Professor at Universidad Panamericana
Attendees: **205** (in person)

“Preparing for Christmas”
Rubén Urtuzuástegui Jiménez
Attendees: **35** (online)

“The Other Christmases”
Héctor Zagal
Attendees: **37** (in person)

“USC MARSHALL & IPADE”
Angela Zepeda - Chief Marketing Officer (CMO) for Hyundai Motor América and Geoffrey Garrett, CEO at USC Marshall
Attendees: **128** = 108 (in person) 20 (online)



Extraordinary sessions GDL

“Post-election reflection day”
Attendees: **54**

“2024 Elections Dialogue”
Attendees: **45**

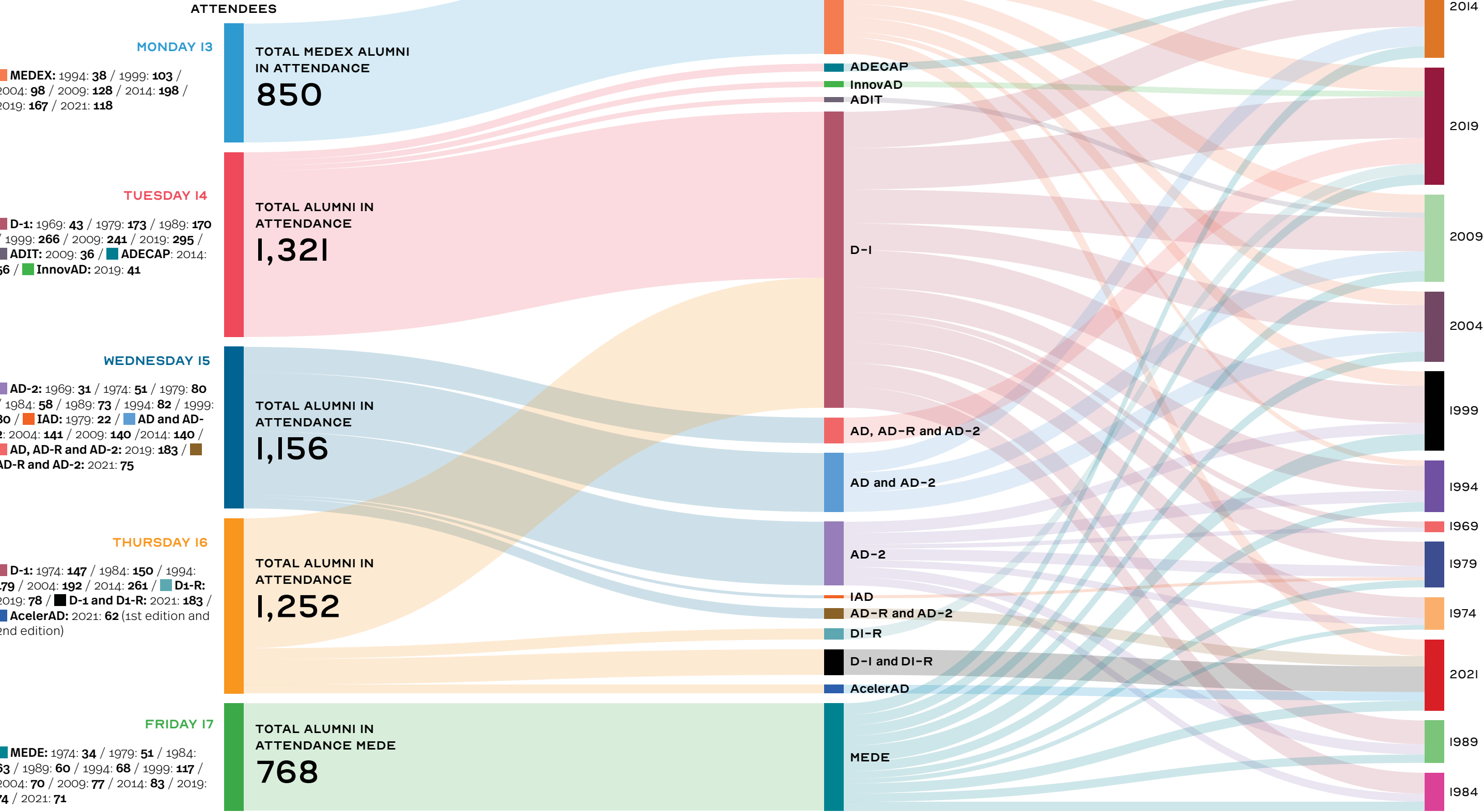
TOTAL PARTICIPANTS

99

Sessions
Sessions MTY

“Post-election reflection day”
Rodrigo De León González and
Héctor Zagal
Attendees: **120**

Class Anniversaries in May 2024



Management Office

OPERATIONS

This Department aims to contribute to IPADE's profitability through the efficient use of resources, ensuring operational continuity. It also works to improve tech infrastructure, support education with digital tools, boost innovation, and protect information.



Information Technology Department

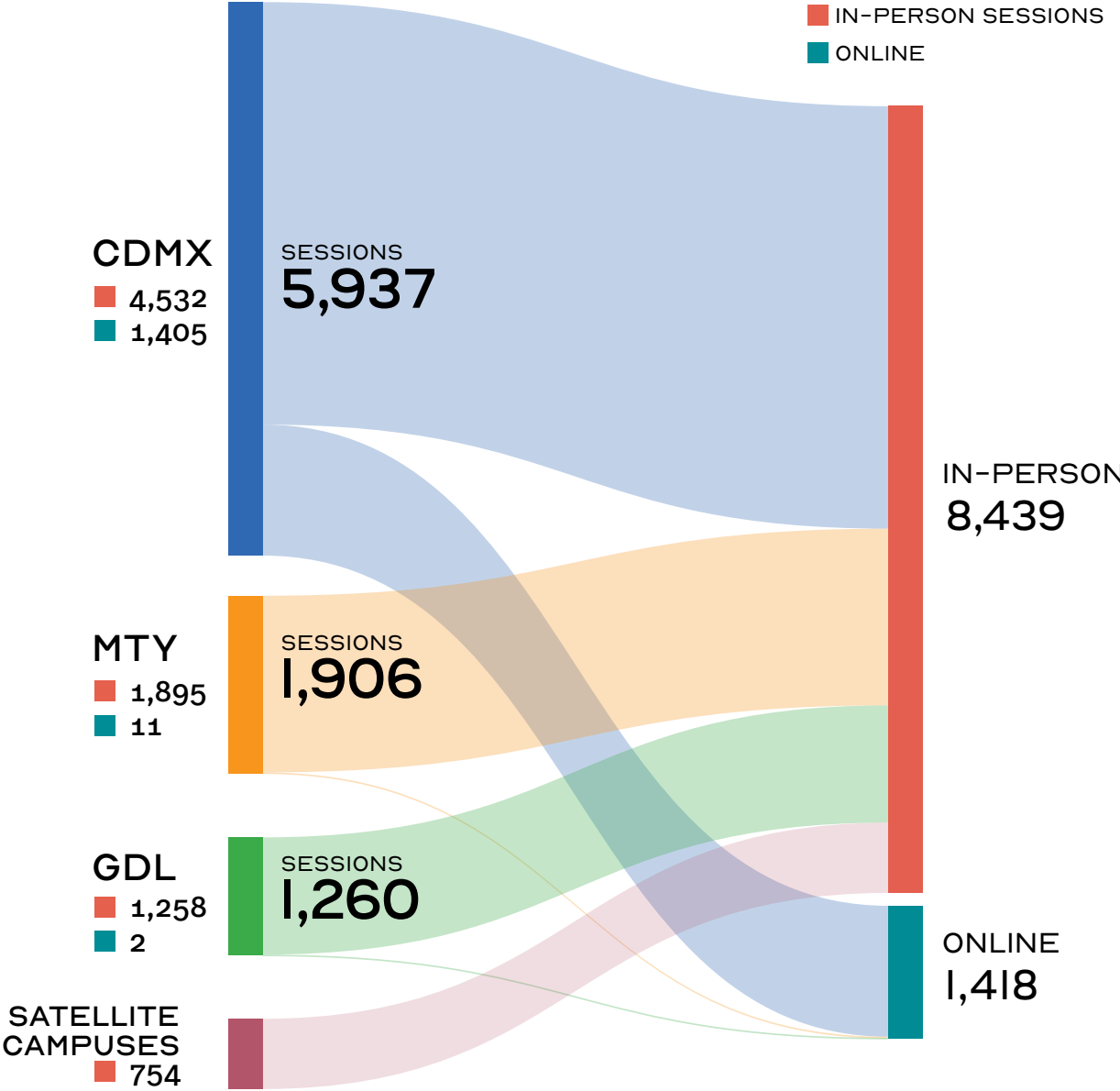
- Implementation of Salesforce as a CRM tool to optimize relationship management with participants and alumni.
- Deployment of Microsoft Fabric to bolster IPADE's data strategy, enhancing analytics and decision-making.
- Standardization of classroom technological equipment, ensuring seamless integration of state-of-the-art microphones, screens, and projectors.
- Improvement of dining room experience for senior management programs, enhancing service and infrastructure.
- Implementation of advanced control and security mechanisms to ensure protection of employees' devices and data.
- Development of a unified point-of-sale platform for La Posta at all campuses, improving operational efficiency.
- Upgrade of cybersecurity equipment at the MTY and GDL campuses to reinforce protection against digital threats.

Operations Management Office

CLASSROOM OPERATIONS

TOTAL SESSIONS
9,857

■ IN-PERSON SESSIONS
■ ONLINE



Academic Materials

CASE STUDIES AND TECHNICAL NOTES **168,681**

Facilities

MAINTENANCE AND CLEANING OF **38,000 M²**

61 DINING ROOMS	160 OFFICES	20 CUBICLES	11 CLASSROOMS
4 ZOOM ROOMS	1 VIRTUAL CLASSROOM	6 COFFEE BARS	3,800 M² OF GARDENS AND GREEN AREAS

Foods Department

The objective of this department is to provide food services to participants, staff, faculty, and management staff under the highest quality standards to ensure the best IPADE experience.

RENEWAL NUMBER 13 OF THE DISTINTIVO H CERTIFICATION FOR:

- **2 kitchens:** Casco and Clavería buildings and **18 consumption centers**, passing the audit with **100%** of **critical** points and **100%** of **non-critical** points

FOOD SAFETY AND HYGIENE TRAINING

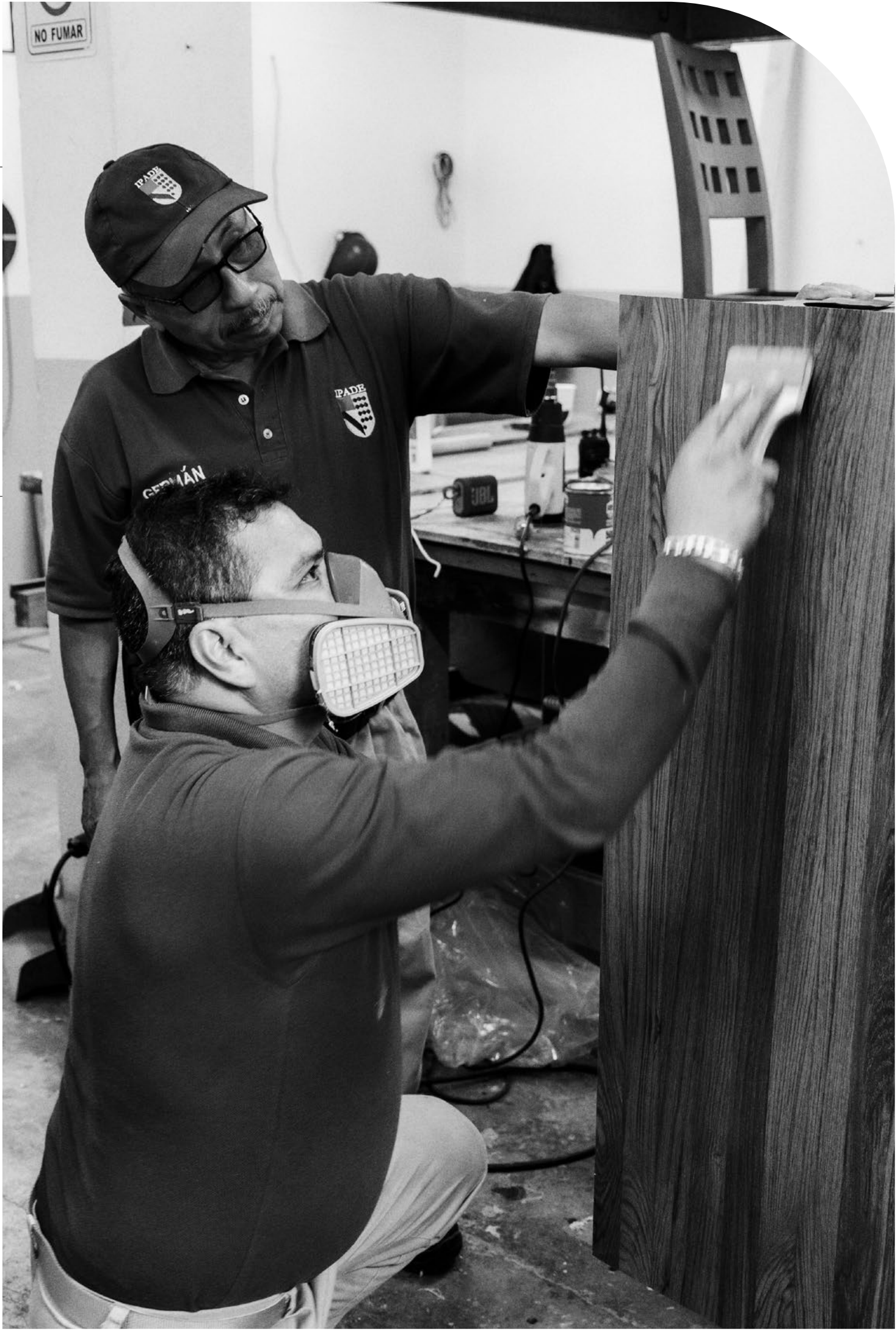
- Officially **valid** before **SECTUR** for **130 staff members** to achieve **Distintivo H** recertification

THE SERVICE PERFORMANCE EVALUATIONS CONDUCTED ON THE SERVICE PROVIDED UNDER THE PROGRAMS YIELDED THE FOLLOWING RESULTS:

- **89%** blue (above 9.50 rating)
- **11%** black (below 9.49)
- **9.61** score for **food quality**
- **9.71** on **coffee bar service**
- Losses **below 20%** with an annual average of **5.9%**

TOTAL SERVICES GIVEN
520,920

THE DESIGNS OF THE **PROCEDURES** AND **PROCESSES** FOR THE ENTIRE DEPARTMENT WERE **SUCCESSFULLY COMPLETED**, COVERING THE **ADMINISTRATIVE AND OPERATIONAL** ACTIVITIES OF THE **PRODUCTION AND SERVICE** AREAS.



Department of

Talent and

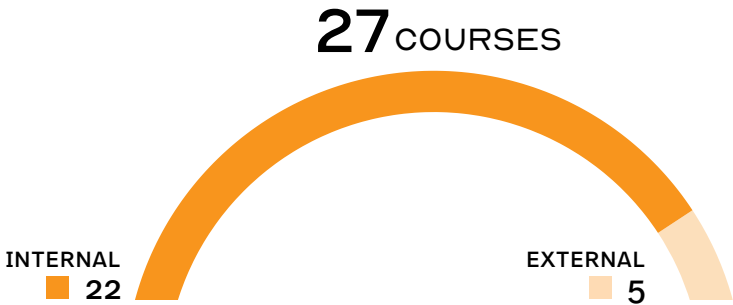
CULTURE

This Department is responsible for ensuring adherence to IPADE's corporate culture. It represents a model to be followed, acting with integrity and building credibility and trust, both in its management practices and in the objectives established by IPADE.

PEOPLE
TRAINED

935

2023-2024 Events



June 2: The most important election in Mexico's modern history?	internal ←
ADN	internal ←
Welcome speech	internal ←
Leadership Coaching	internal ←
Safety Awareness	internal ←
Building a SMART goal	internal ←
CRM	internal ←
Exploring CANVAS	internal ←
AX Invoicing	internal ←
Bone Fractures	internal ←
Promotion Management	internal ←
Injuries	internal ←
Onboarding	internal ←
Methodology and case studies	external →
Policies	internal ←
POWER BI	external →
Power Skills Leader	external →
Protect your money	external →
Protocols and phases	internal ←
Burns	internal ←
CPR	internal ←
Medical Services	internal ←
Life support	internal ←
Feedback workshop	internal ←
Injured transportation	internal ←
A responsibility for everyone	internal ←
Live, inspire, and serve	external →

Department of Communications

CORPORATE

At IPADE, the Corporate Communications Department is the hub that connects strategy, media, and institutional image. Its aim is to raise the profile of IPADE's academic activities in a consistent and coordinated manner, strengthening its presence, reputation, and positioning as a leading business school, always in keeping with the guidelines set by the Dean's Office.

Image

■ LAUNCH OF IMAGE BANK VIA
FLICKR

VISITS
843,700

IMAGES
84,645

■ GRAPHIC **DESIGN GUIDELINES**
UPDATE FOR PROMOTIONAL
MATERIALS

■ **UPDATE** OF THE VISUAL
IDENTITY MANUAL



Press and public opinion

NUMBER OF ARTICLES

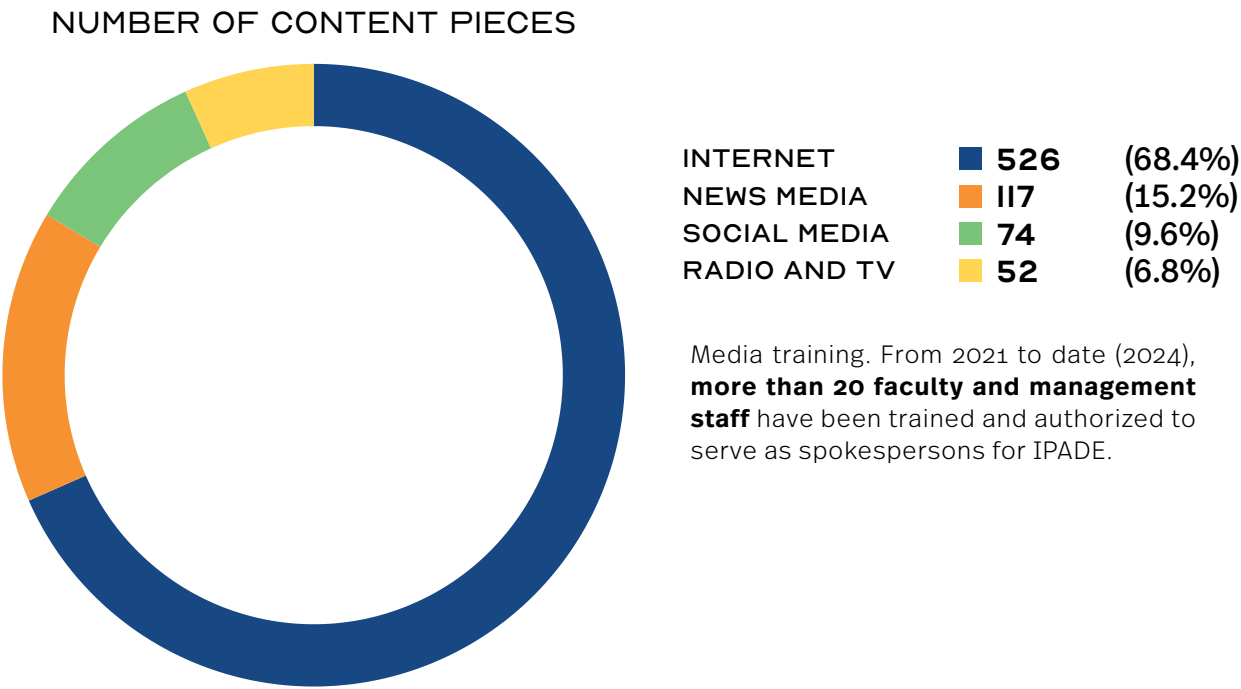
769

IMPACT (IMPRESSIONS ACHIEVED)

798,246,116

UNPAID ADVERTISING

\$38,248,626



IPADE YOUTUBE CHANNEL

TOTAL SUBSCRIBERS

18,573

TOTAL VIEWS

462,554

NEW SUBSCRIBERS

4,145

RETURNING VISITORS

103,430

INDIVIDUAL USERS

214,825

AVERAGE LENGTH OF VIEWS

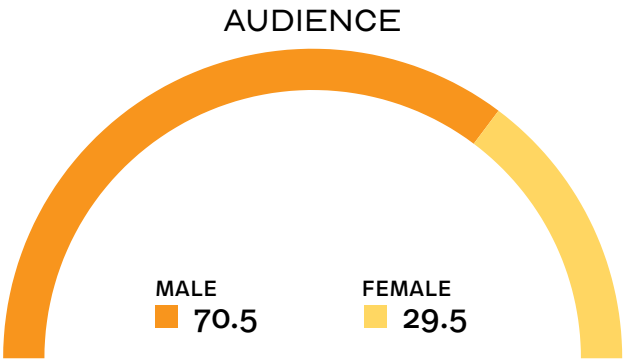
3:03

HOURS PLAYED

23,700 H

IMPRESSIONS

223,300,000



IPADE ENVIRONMENT PODCAST

TOTAL VIEWS

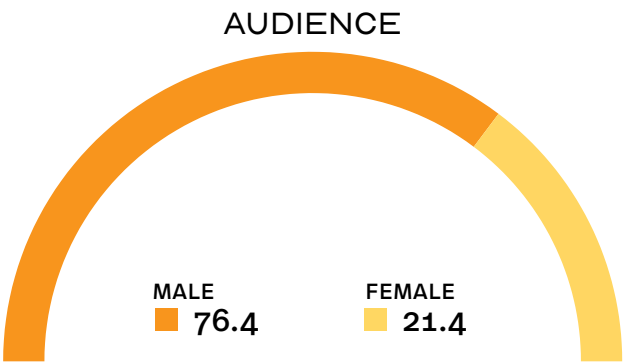
79,128

PUBLISHED PODCASTS

52

VIEWS

46,266



IPADE Media

IPADE NEWSMEDIA BLOG

TOTAL VISITS

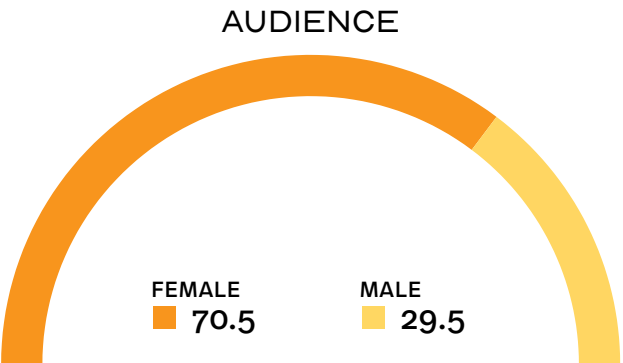
492,974

PUBLICATIONS

265

ARTWORK PIECES FOR SOCIAL MEDIA

1,098



TOP 10 PROFESSORS IN IPADE MEDIA PUBLICATIONS

1.

Jorge Llaguno Sañudo
2.

Elías González Rogel
3.

Benjamín Alemán Castilla
4.

Rodrigo Garza Burgos
5.

Rafael Ramírez de Alba
6.

Luis Felipe Martí Borbolla
7.

Carlos Ruiz González
8.

José Carlos Rodríguez Pueblita
9.

Martha Rivera Pesquera
10.

Ricardo Aparicio Castillo

ISTMO MAGAZINE

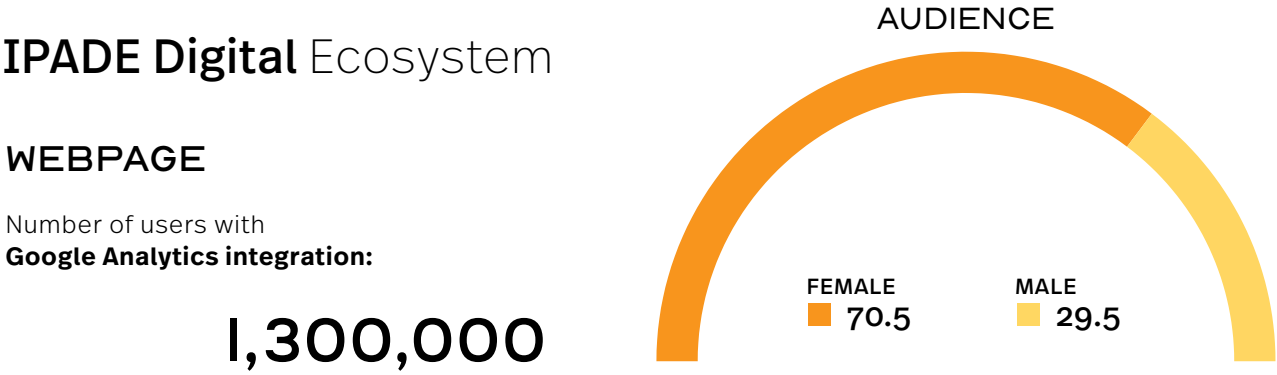


ISSUES
7

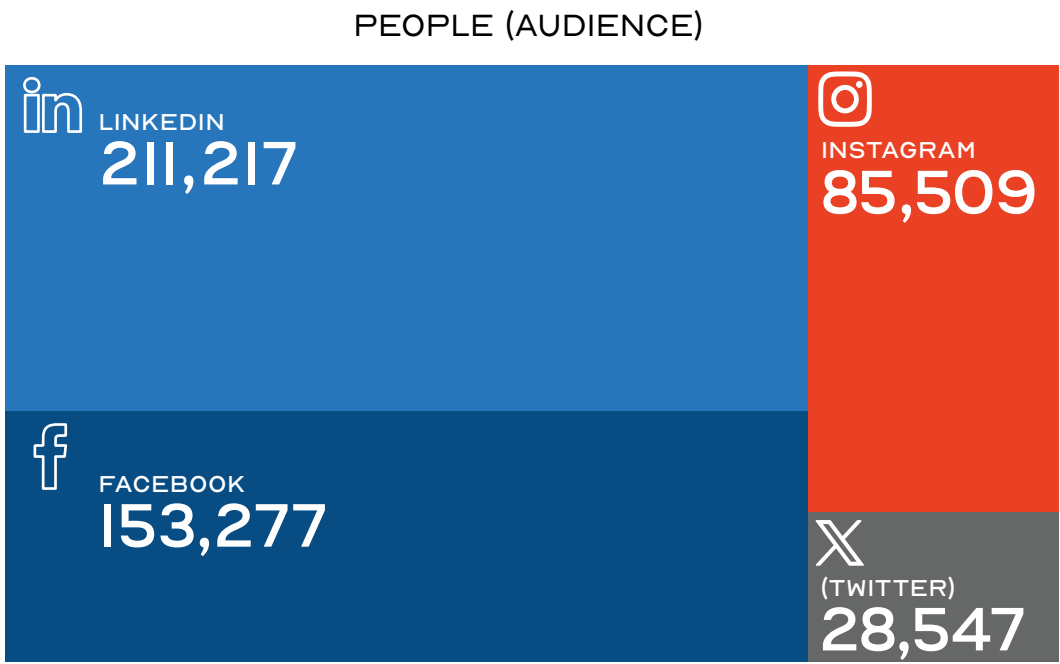
INTERVIEWS
31

FOREIGN COLUMNISTS
31

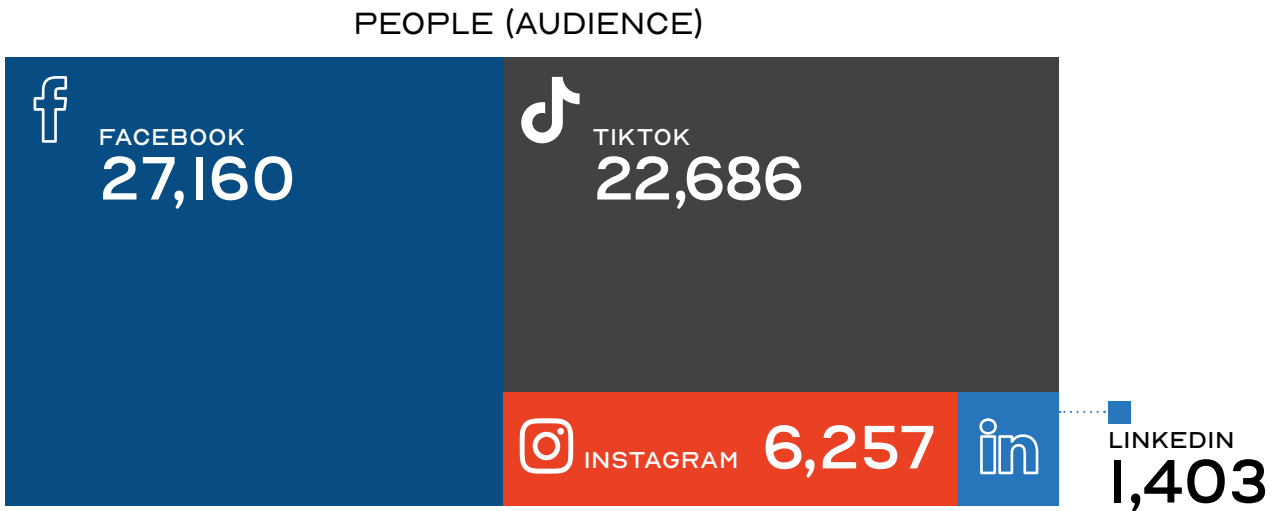
AT IPADE, THE **CORPORATE COMMUNICATIONS** DEPARTMENT IS THE **HUB THAT CONNECTS** STRATEGY, MEDIA, AND INSTITUTIONAL IMAGE.



INSTITUTIONAL SOCIAL MEDIA ACCOUNTS



MEDE SOCIAL MEDIA



La Posta

PROMOTIONAL CAMPAIGNS

- Special welcome discount.** A lottery-style card featuring an image of our mascot, “the Moose,” was included in the new admission materials. The card offered a 15% discount on the first purchase.
- Class Anniversaries campaign.** To celebrate class anniversaries, a special line of products was designed with the engraving “alumni.”

BOOK LAUNCHES

- *La Fuerza del Realismo* ("The Power of Realism," first book in collaboration with EUNSA)
- *Participation of Women on Boards of Directors*
- *Strategic Services Management*
- *Ambassador Brands*

THE BEST-SELLING BOOKS

- *Logrando la Alineación Total* (Achieving Total Alignment)
- *Finanzas Operativas* ("Operational Finance," best-selling book for two months in a row)
- *Ambassador Brands*
- *Structural Finance*
- *Participation of Women on Boards of Directors*
- *Strategic Services Management*





DIRECTORY

2023 — 2024

EXECUTIVE COMMITTEE

- **LORENZO FERNÁNDEZ ALONSO**
Dean
- **JULIÁN SÁNCHEZ GARCÍA**
Deputy Dean. Director of the Full-Time MBA Program (MEDE)
- **MARCELA ANGULO NAFARRATE**
Chief of Staff
- **JUAN ROMERO MCCARTHY**
Director of Academic Staff and Programs Director of Research and Academic Processes
- **MIGUEL RENTERÍA GÓMEZ**
Director of the Monterrey Campus
- **ANTONIO CASANUEVA FERNÁNDEZ**
Director of the Guadalajara Campus
- **ERNESTO BOLIO BARAJAS**
Director of Senior Management Programs
- **JOSÉ DíEZ DEUSTUA**
Director of the Master in Business Administration for Experienced Executives (MEDEX) program
- **OSCAR AGUIRRE MACÍAS**
Director of Liaison and International Programs for Central America
- **JORGE MERODIO RIVAS**
Director of Human Development Programs
- **HÉCTOR COROMINAS RODRÍGUEZ**
Director of Talent and Culture
- **OSCAR CARBONELL LÓPEZ**
Director of Administration, Finance Director of Operations
- **FRANCISCO ARENAS BALLESTER**
Director of Innovation and Learning. Director of Information Technologies
- **ANDREA MORENO HERRERO**
Director of Corporate Communications

IPADE.MX



IPADE Business School



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BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA